

Kiwanians Honor Capt. LaLone

It was Fred La Lone Day at the Kiwanis luncheon last Tuesday. In honor of retiring Captain La Lone from the Sierra Madre Search and Rescue Team, the City of Sierra Madre, County of Los Angeles, Forestry Service and State of California and local citizens combined to pay a tribute to a brave and daring man seldom is ever equaled.

The occasion climaxed almost 14 years of unselfish devotion to the humanitarian cause of life-saving and rescue of unfortunate victims of mountain accidents and hazards. Through the courageous and daring leadership of Captain La Lone during his long tenure of devotion to the cause of unfortunate victims of mountain-climbing misadventures, children, men and women of all ages have been rescued through all hours of night and day and in all kinds of weather—rain, snow and wind.

Fred La Lone's instant response to telephone calls in the middle of stormy nights has made the difference between life and death to un-

stirring tribute to Captain La Lone's daring rescue work and told of the many lives that his bravery had helped to save.

Larry Bevington, City Administrator, read a letter from Governor Brown, praising La Lone for his years of humanitarian service. Mayor Sorensen, paying a high tribute to La Lone's rescue work, presented him a plaque from the City of Sierra Madre, in commemoration for his years of heroism.

Joe Covell, chief deputy to Supervisor Bonelli, presented La Lone a scroll of honor from Los Angeles County.

Captain Garvey of the Los Angeles Sheriff's office, in charge of the County Sheriff's Reserves, presented La Lone a sheriff's retirement badge.

Joe Grippi, president of the Sierra Madre Kiwanis Club, presented a plaque to La Lone in honor of his years of devotion to the cause of rescue and life-saving.

fortunate victims stranded somewhere in the dangerous passes of the forbidding mountains.

Larry Lomax, long a member of the Sierra Madre Search and Rescue Team, who has participated in many rescues with Captain La Lone, presided at the luncheon meeting. Lomax, a former president of the Sierra Madre Kiwanis Club, after paying a flattering tribute to La Lone, then introduced in turn the men of high office who had gathered to honor the former leader of the rescue team.

Charles Louk, Postmaster, on behalf of the U.S. Post Office Department, spoke glowingly of the unselfish devotion to humanitarianism of any employee of the Post Office. La Lone is employed by the Sierra Madre Post Office.

Sim Jarvi, director of Angelus National Forest, paid

Sierra Madre News

Serving 38,346 in Sierra Madre, Hastings Ranch, Sierra Madre Villa, Oaks-Highland, Rosemead-Foothill Area

\$5.00 Yearly — 10c Per Copy Phone 355-3324

Sierra Madre, California — Thursday, February 20, 1964

14 Pages — Vol. 57, No. 16

A Banding of All Thinking

United Way Congress Now Being Organized In County

Interested citizens all over Los Angeles County are being invited to join the Congress for the United Way. This Congress is the "grass roots" base for the new organization of United Way which recently completed its first successful county-wide combined fund drive.

The purpose is to afford each community an effective channel for ideas, interest and close relationship to the needs of the individual community and the total needs of all communities in the county, thus we in Sierra Madre, as well as other communities are offered the means to provide leadership and energy and

bring unity and order to meet health, welfare and youth needs.

In addition to a cross-section of interested citizens, membership in the Congress will include representatives from all those participating in United Way, the givers, the agencies receiving funds and board members.

It will serve as an electoral body with a community board. Each community board will elect members to their area board and each area will appoint representatives to the General Board of United Way.

The Foothill area volunteers will be elected.

—Please turn to Page 4

Sierra Madre Day At Santa Anita Set For March 4th

Sierra Madre Day at the Santa Anita races is set for March 4. Tickets are now on sale for the clubhouse at the special price of only \$2.65, announced John H. Curtis, former Chamber of Commerce president, in charge of the event and who has managed Sierra Madre Day at the races for the past four years.

This is an event that attracts a big turnout of Sierra Madreans, some of whom report that they have very good luck in picking good horses. A special section is reserved in the clubhouse with tables for luncheon and convenience in looking over racing information.

Santa Anita races are now running on Mondays, to

—Please turn to Page 4

Letter of Recognition Received

Fred LaLone Honored By Governor Brown



CAPTAIN FRED LA LONE
... 13 1/2 Years Service to his Community

dre, but an honor that Fred received this past week, will be one that will be highly cherished by him, but mentioned to very few.

The following is a letter sent to Fred by his Honor, Edmund G. Brown, Governor of the State of California:

Captain Fred La Lone
70 West Regular Drive
Charter Oak, California

My Dear Captain:
I have read the story of your retirement from the Sierra Madre Search and Rescue Team and I want to tell you how proud and happy I am of your long service in a very dangerous avocation.

Rescue work by you and other members of your team, and similar teams in California, is certainly above and beyond the call of normal public service. I want you to know that such public service is appreciated by your Governor and others in government who recognize the need for the kind of citizenship that you have displayed.

I am sorry to see that you are retiring but I feel sure, as your friends must, too, that somehow and somewhere you will always be available.

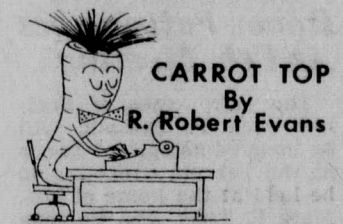
My very best wishes to you and your family and every success for the future.

Sincerely,
EDMUND G. BROWN,
Governor

The following letter was enclosed to your editor:

Dear Editor:
The Governor saw your story on Mr. La Lone and prepared this letter praising his work. We thought you would be interested in seeing it.

Sincerely,
Lucien C. Haas
Associate Press
Secretary



CARROT TOP
By
R. Robert Evans

A half dozen times I have attempted to eliminate the writing of Carrot Top, but every time I come to this conclusion, someone writes a letter to the editor telling him how much he likes the column, so being spurred on by my many thousands of readers, here goes some more of nothing.

We extend our hand in a hearty welcome to our 303 new subscribers to the Sierra Madre News. During the month of January, this was the total we achieved—we were actually asking for 650, but as oftentimes in my life, I come out on the short end of the stick.

As some told me, if I would be a more congenial publisher, I could easily attain the goal of readers that I desire, but who wants everything handed to him on a silver platter?

We have been contacted by a group of people in Monrovia who seem to be unhappy with the lopsided news coverage of that area, and as a group they are asking about a block of subscriptions totaling 300.

With the 303 that have been added, it gives us a grand total of 9,653 paid subscribers... should the Monrovia group come through, we would then stand at 9,953, and if I had the 47 subscribers who have indicated that they are mad at me, then I would have attained the all-time record goal of 10,000. But, alas, I will not be dictated to, so I will have to be satisfied being... just a little short.

We are extremely happy to see the installation of our new president of the Chamber of Commerce, Perry Arnold, and we are looking forward with great anticipation to activities for the coming year.

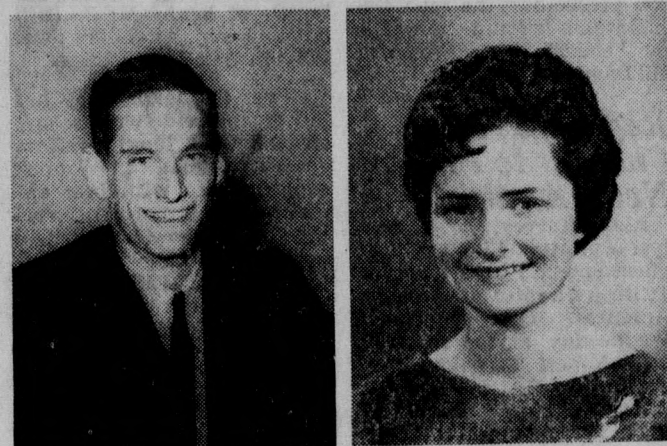
Already, as we understand, the Merchants Division of the Chamber of Commerce, under the capable leadership of Jim Brown of Brown's Furniture Store, has had their first meeting of the new year. They are planning several gigantic sales events, to show that Sierra Madre Merchants want and appreciate your business. One of the events that is definite is the Santa Claus Parade, which will be held shortly after the Thanksgiving holiday. Keep your eyes on this committee, they are going to have something different for you throughout the year.

We are certainly happy to see the Kiwanis Club give Fred La Lone such a wonderful day on Feb. 18. This man deserves everything anyone can give him. He has done an outstanding job, and will be sadly missed, but not only his teammates, but every citizen of the community. But retirement does not mean out of sight, and we know that Fred will be available should anyone need his services... Thanks, Fred, for all that you have done for all of us... we hope that we have shown just a little of our appreciation.

Dick King has been running around with his arm

—Please turn to page 6

Two P.C.C. Students Win Bank of America Awards



Sierra Madre - Pasadena City College student, Arthur R. Hewitt to receive Bank of America award.

Altadena - Pasadena City College student, Joyce Christensen, wins Bank of America award.

Two students of Pasadena City College have won cash awards of \$200 each under Bank of America's Junior College Business Awards program. Dr. Catherine Robbins, president of the college, announced that Arthur R. Hewitt, of 630 Orange Grove Drive, Sierra Madre, has won the award in banking and business administration, studies, and Joyce Christensen, of 3808 Alzada Road, Altadena, has won in the secretarial and clerical studies division.

Mr. Hewitt has served Pasadena City College as ASB vice president, president of the sophomore class, Alpha Gamma Sigma, scholarship society; Phi Rho Pi, secretary of Circle K, ASB cabinet member, and has been a member of the varsity debate squad.

Miss Christensen last year received the Pasadena City College superior achievement award in Business English. She has had work experience with World Vision, Inc. and the Pasadena Board of Education. She plans to work in the area of accounting upon graduation from Pasadena City College.

Wistaria Beauty Salon Introduces New Additions

Two new additions have been made to the already well-trained, friendly staff of the Wistaria Beauty Salon at 55 N. Baldwin. Backing up three old favorites, Penny, Hazel and Alice, are Jean Lovelace of Boston and Alta Jo Harrington of Salt Lake.

Jean, a real Bostonian, who was formerly with Colonial Beauty Salon of Boston, has a real flair with hair. She finds Sierra Madre interesting and extremely charming and intends to make California her home.

Alta, a former resident of Salt Lake, has worked on the Matsonia line as a hair stylist to Hawaii, and has just recently returned from Egypt and Israel where she was on a study tour. Alta finds the people of Sierra Madre artistic and friendly, and the town charmingly quaint.

Stop in the Wistaria Beauty Salon and meet these charming newcomers, and see for yourself what an excellent background in hair styling, permanents, hair coloring and cosmetology these girls have.

WEATHER		High	Low
Feb. 12		70	42
Feb. 13		70	46
Feb. 14		69	41
Feb. 15		66	45
Feb. 16		68	46
Feb. 17		75	50
Feb. 18		83	50
Rainfall to date		7.43"	
Rainfall year ago		6.72"	

48 Varieties To Choose From

Mr. Pizza Shop Now Ready To Serve You

Sierra Madreans this week will be given a new treat in the form of excellent eating as the Mr. Pizza Shop opens its doors at 129 W. Sierra Madre Blvd.

This new eating palace will be located in what was formerly the Southern Counties Gas Company office directly across from Toy and Patio Village and will principally feature "take-out" service, but will have small tables and chairs for those wishing to eat them there, or for those waiting for their pick-up pizza.

Mr. and Mrs. R. Brice, owners and operators are not new in the Pizza business, as they now own and operate a similar Mr. Pizza at 433 E. Woodbury Road in Altadena.

The opening hours Monday through Thursday will be from 3 in the afternoon until 10 in the evening. On Friday and Saturdays the shop will be open from 11 a.m. until midnight and on Sunday from 11 a.m. to 10 p.m.

To list the names and varieties of Pizza would be a long list as they feature 48 different combinations in

the full family size or the smaller size. It is suggested by Mr. and Mrs. Brice that you phone in your orders before your anticipated

Mrs. Doris Linder Passes Away Friday, Feb. 14

Mrs. Doris Linder of Pasadena, a former resident of Sierra Madre for 20 years or more, passed away, after a brief illness, at Huntington Memorial Hospital Friday, Feb. 14.

She and her late husband, M. G. Linder, were co-founders and co-owners of the Transmarine Navigation Company of Los Angeles, retaining secretaryship and a member of the board of directors of said shipping company. She was also a member of the Soroptimist Club and a member of the board of directors of the Los Angeles Chamber of Commerce, and was very active in these organizations and other philanthropic activities.

Mrs. Linder is survived by her only relative, her sister, Mrs. Katherine Armour of 90 W. Highland Ave., Sierra Madre.

Fire Call Tuesday

The Sierra Madre Volunteer Fire Department answered a call Tuesday at approximately 10:05 at the residence located at 401 W. Sierra Madre Blvd., where smoke was seen coming from under the hood of an automobile parked in the drive.

The program was opened by the new past president John H. Curtis, who introduced the guests and dignitaries present, and turned the meeting over to Douglas Delahooke, vice president and membership chairman, who introduced the new members of the Chamber that had become affiliated since the installation banquet a year ago.

Sixty-four students from the Mount Alverno High School, in Sierra Madre, favored the group with a half hour of well trained voice singing that was extremely enjoyed by all present.

Robert Green, also a past president of the Chamber then introduced the new directors of the Chamber for the coming year, explaining that alternating, seven new directors were elected one year and eight the next.

He declared that Perry Arnold was the new president, financially able to pursue any project that is of benefit to the merchants of Sierra Madre. The path has been well laid, and the beacon lights of progress show far down that path, and with these thoughts in mind, but still not listing the thousands of progressive points that have been attained in the past four years, President Perry Arnold, gave recognition to past President Curtis and presented him with an artistically designed and scrolled brass plaque, mounted on a hardwood base, as a memento that he had served the Chamber well, and its members fully appreciated this service.

Inscription on the plaque read in part "In appreciation for outstanding service to the Sierra Madre Chamber of Commerce, 1959-1963." No further words could be more fitting for a job well done.

Jim Brown, chairman of the Merchants Division of the Chamber of Commerce then enlightened the membership of the plans of his organization, that the basic project of this committee was "Make a Success of Our Business" and three dates have been set, April 2; September 15 and November 27. The first date to be a "Give Away Sale" the second a "coupon sale," where shoppers will be given the opportunity of securing valuable prizes, and the third the "Santa Claus Parade" and the kick off night opening of the stores for the Christmas Season.

Larry Bevington, City Administrator, then presented the architect's conception of the new Civic Center and spent some minutes in explaining the various aspects of the building.

The concluding part of the program was a 25 minute address by Dr. W. S. McBirnie on "The Coming Debate of 1964" which was

—Please turn to Page 4

Hospital Meeting February 26

The annual meeting of the Sierra Madre Community Hospital Foundation will be held in the Council Chambers of the City Hall on Wednesday, Feb. 26, at the hour of 8 p.m.

All members of the corporation are asked to attend.

Chamber of Commerce Installation Banquet February 17

Arnold Installed President; Curtis Given High Honor

Before a capacity crowd and "sell out" Sierra Madreans witnessed the retirement of John Curtis, four year president of the Chamber of Commerce, and the installation of the 1964 President, Perry Arnold.

The salute to the flag was led by retiring treasurer, David L. Roess, and the invocation by Dr. Robert N. Schaper, minister of the Bethany Church, after which a delicious and very palatable dinner was served by the Sierra Madre Women's Club to approximately 200 in attendance.

The program was opened by the new past president John H. Curtis, who introduced the guests and dignitaries present, and turned the meeting over to Douglas Delahooke, vice president and membership chairman, who introduced the new members of the Chamber that had become affiliated since the installation banquet a year ago.

Sixty-four students from the Mount Alverno High School, in Sierra Madre, favored the group with a half hour of well trained voice singing that was extremely enjoyed by all present.

Robert Green, also a past president of the Chamber then introduced the new directors of the Chamber for the coming year, explaining that alternating, seven new directors were elected one year and eight the next.

He declared that Perry Arnold was the new presi-

dent; Douglas Delahooke, retained as vice president, and Frank Dolph, as new treasurer. He also congratulated past president Curtis on his fine work, and wished the newly elected officers the best for the year ahead.

President Arnold then stepped to the roster and presented "Sierra Madre Looks Ahead," which set forth the pattern that will be followed in the year ahead.

It was not very many years ago when the Sierra Madre Chamber of Commerce consisted of but a handful of members, insolvent, confused and scattered. It was about this time that John Curtis, not a retail merchant, but a local real estate man was placed at the head of the Chamber of Commerce.

With the forcefulness that we all know John for, he set his sail, and started to whack away at the brush, that a path could be laid ahead, clearly defining the purpose for which a Chamber of Commerce is evidenced in every city across the nation.

Four years later, the Sierra Madre Chamber of Commerce, now stands over 100

strong, financially able to pursue any project that is of benefit to the merchants of Sierra Madre. The path has been well laid, and the beacon lights of progress show far down that path, and with these thoughts in mind, but still not listing the thousands of progressive points that have been attained in the past four years, President Perry Arnold, gave recognition to past President Curtis and presented him with an artistically designed and scrolled brass plaque, mounted on a hardwood base, as a memento that he had served the Chamber well, and its members fully appreciated this service.

Inscription on the plaque read in part "In appreciation for outstanding service to the Sierra Madre Chamber of Commerce, 1959-1963." No further words could be more fitting for a job well done.

Jim Brown, chairman of the Merchants Division of the Chamber of Commerce then enlightened the membership of the plans of his organization, that the basic project of this committee was "Make a Success of Our Business" and three dates have been set, April 2; September 15 and November 27. The first date to be a "Give Away Sale" the second a "coupon sale," where shoppers will be given the opportunity of securing valuable prizes, and the third the "Santa Claus Parade" and the kick off night opening of the stores for the Christmas Season.

Larry Bevington, City Administrator, then presented the architect's conception of the new Civic Center and spent some minutes in explaining the various aspects of the building.

The concluding part of the program was a 25 minute address by Dr. W. S. McBirnie on "The Coming Debate of 1964" which was

—Please turn to Page 4

Fire Dept. Retains All Officers

The annual election of officers for the Sierra Madre Volunteer Fire Department was held last Friday night.

The results found all officers re-elected for the coming year. Those re-elected include: Charles E. Brown, chief; Joseph Grippi, treasurer and Bert Embree, secretary.

Drill time was spent at 130 E. Montecito where the men of the department under the direction of Chief Brown drilled at a simulated house fire.



Ives & Warren
MORTUARY
100 NORTH HILL AVE. • PASADENA
SYcamore 6-4375 • RYan 1-7369

63 Years
Serving the
Foothill
Communities

Sierra Madre PTA Plans Circus Party

The Sierra Madre PTA will celebrate Founders Day via a circus party at the Sierra Mesa School Cafeteria on Monday, Feb. 24, at 8 p.m. The occasion will be marked by presentation of the coveted Life Membership Awards.

The Founders Day message will be brought amidst the magical aura of circus barkers, popcorn, peanuts, balloons, and even an old organ grinder. Remember the date and join in our unique Founders Day celebration.

Rush Party Invitations In The Mail

Invitations are in the mail for Gamma Tau Chapter, Beta Sigma Phi spring rushing party to be held on Feb. 25 at 8 p.m. at the home of Mrs. Mel Thayer, 715 Rim Road, Pasadena. Refreshments will be served by the executive board of the chapter, who have chosen a "Leap Year" theme.

Chapter members serving as hostesses will include the Misses Elena Damiao, Donna Rees, Anne McComb and Margie O'Toole of Los Angeles. Also, Mmes. Ted Hill

SM Woman's Club Has Concert Group

Sierra Madre Woman's Club has its Tea Meeting at 1:30 p.m. on Feb. 25. The Concert Group from Montevia High School under the direction of Chester A. Ullom will furnish musical numbers for entertainment. These young people have many fine recordings and are a great credit to our fine system of public education.

and Dan Castiglione of San Gabriel, Howard Fond of Los Angeles, Bill Jones of South Gate, Thayer Aguilar of Sierra Madre and Gerry Nicoll of Tustin.

Shakespeare Club Announces Feb. Meeting Plans

"Carrier to Caravan" will be narrated by Noble Trencham at the Pasadena Shakespeare Club's 1:30 p.m. program on Tuesday, Feb. 25. This visual presentation of a series of dramatic episodes comes from a wealth of 37,000 feet of color film picturing the most remote, inaccessible and beautiful spots in the world. Mr. Trencham, former Navy jet pilot, obtained these during his travels of 80,000 miles covering six continents.

Mrs. T. William Heidner will preside at the noon luncheon meeting at which time the following new members will be introduced by Mrs. Harold D. Wiener, membership chairman: Mrs. Angus Gordon Dakers, Mrs. Harmon Frey, Mrs. Charles Kahl, Mrs. G. Robert Roden, Mrs. Idelle Sunderquist, and Mrs. George V. Torgerson. Also to be presented at this time by the philanthropy department is Dr. Ciwa Griffiths, executive director of the Hear Foundation. He will speak of the improved methods and gratifying results achieved at the foundation. Mrs. J. Kent Blanche, is director.

On Friday, Feb. 28, the garden department will tour the Descanso Gardens in La Canada at the height of its camellia season. Members will leave Stratford House at 11 a.m. and have luncheon preceding the tour. Reservations should be made by Feb. 25. Mrs. Frederick M. Dickey, is director.

Regina Trilling Chapter to Present News Analyst

Alan Harvey, news analyst of Station KPOL, will be guest speaker at the Regina Trilling Chapter of Women's American ORT luncheon, Wednesday at the home of Mrs. Robert S. Gibbs, 3625 Fairmeade Rd., Pasadena.

Reservations may be made by calling Mrs. Gibbs, EL 6-6119 or Mrs. Minovitz, EL 5-6139. Mrs. Irving X. Burg, Chapter president, has announced that on March 11, 60,000 members of Women's American ORT throughout the United States will observe ORT Day 1964 to give help to tens of thousands of people around the world. They are supporters of 600 school, 22 national ORT network of vocational schools which equips the underprivileged with modern skills that are their passports to security, independence and dignity. Membership applications are now being accepted for any one interested in joining ORT.

Easter Seal Appeal Announced

A goal of \$1,575,000 to finance their services to crippled children and adults will be sought by the California Easter Seal Society's 49 local affiliates throughout the state when they launch their 1964 annual fund appeal next month. The campaign will open March 1 with the mailing of the traditional Easter Seals and an appeal letter to nearly 5 million California homes.

Comedian Bob Hope is national chairman of the 1964 fund drive, which will be conducted simultaneously by 1,400 Easter Seal units across the country.

Next time—relax at the **PLAZA SHOP**
Dresses • Negligee Sportswear
39 East Montecito
Near the Shell station

the Den
Lunch 11:30 a.m. to 2:30 p.m.
Cocktails 'til 2:00 a.m.
Dinner 5:30 p.m. to 11:00 p.m.
670 N. Lake near Orange Grove
PASADENA
SYcamore 3-0964
Closed Sundays and Holidays

Susan Margaret Drury Becomes Bride of Thomas Bingham Smith



MRS. THOMAS B. SMITH
... nee Susan Margaret Drury

At a beautiful candlelight ceremony held in the Presbyterian Church of San Luis Obispo, Susan Margaret Drury was married to Thomas Bingham Smith. The double ring ceremony was performed on Saturday, Jan. 11, with the Rev. Ray Heer officiating.

The bride is the daughter of Mr. and Mrs. Harold A. Drury of Sierra Madre, and the bridegroom is the son of Major and Mrs. C. Marsden Smith of Beale A.F.B. Both have been attending Cal Poly in San Luis Obispo.

Given in marriage by her father, the bride wore a long sleeved, full length taffeta gown trimmed in French Alencon lace with lace appliques and a full chapel train. Her elbow length two-tiered veil was white bouffant silk bridal illusion held by a dainty pearl crown with drop crystals. Her bride's bouquet was of white orchids and white rosebuds.

The wedding party included matron of honor, Mrs. Roland Clutter (nee Sandy Embree of Sierra Madre); bridesmaids, the Misses Martha Jane Smith, of Beale A.F.B. and sister of the bridegroom; Georgia Oar of San Luis Obispo, and Mrs. Richard Drury, of Arcadia, sister-in-law of the bride.

The gowns worn by the bride's attendants were full length pale aqua peau de soie and they carried pink carnations fashioned in cascading bouquets.

Donald O'Henley of Lompoc, was best man for the bridegroom. Ushers were Joseph Akkerman of San Luis Obispo; Charles Smith of Beale A.F.B., and brother of the bridegroom, and Richard Drury of Arcadia, brother of the bride.

The bride's mother wore a pale robin's egg blue silk peau de soie and lace gown with matching accessories. Her corsage was of white orchids. The bridegroom's mother was in silver blue brocade, also with matching accessories, and her corsage was of white orchids.

A wedding reception for the couple was held immediately afterwards at the Madonna Inn in San Luis Obispo. Out-of-state guests who attended the wedding were Mrs. Charles E. Swanson of New York City, aunt of the bride, and Mrs. Robert Dempsey of Washington, sister of the bridegroom.

Panhellenic Will Honor Patronesses At Feb. Meeting

The patronesses of Foothill Area Panhellenic will be honored as special guests at the February meeting to be held at the home of Mrs. Mark E. True, 1255 Ramona Road, Arcadia, Wednesday, Feb. 19, at 8 p.m.

Patronesses are: Mrs. W. J. Bailey, Mrs. W. G. Barks, Mrs. Gerald Barile, Mrs. Charles Davis, Mrs. John Gregg, Mrs. Harry Klein, Mrs. Rex Kramer, Mrs. Hugh Marshall, Mrs. W. H. McCune, Mrs. L. R. McNamee, Mrs. Frances Potts, Mrs. George Reed, Mrs. Thomas Roger, Mrs. James Skinner, Mrs. H. S. Eldridge, and Miss Ruth Foreman.

Mrs. W. L. Plaxico, hostess committee chairman for the evening, will be assisted by Mrs. T. A. Rieger, Mrs. Clifford E. Pointdexter, Mrs. Frank A. Brown, and Mrs. Udell Gessel.

Reservations may be made by calling EL 9-4850 or EL 8-2600.

GARUDA RESTAURANT

FINE
INDONESIAN
CUISINE

1427 N. LAKE • PASADENA
FOR RESERVATIONS—SY 4-2364

PAUL SYKES
Horizon Recording Artist
SHERWOOD SINGERS
"The Young Swingers"
PATTI INGALLS
Soprano

THE ICE HOUSE
THEATRE-RESTAURANT
24 N. MENTOR, PASADENA
MU 1-9942

THIS POOR MAN IS EXHAUSTED (he just served his 5,000,000th fried chicken dinner!)

After 40 years behind a frying pan you begin to know what makes a chicken tick... or cluck. Charlie Eaton knows every inch and ounce from the beak down. He doesn't cook them himself anymore, but he supervises. And that means quality. In fact, "Eaton's are the best in the world". (who are we to argue?)



EATON'S hotel & restaurant
1150 Colorado Blvd., Arcadia, Calif.
HI 5-2121 • MU 1-6033

NOW OPEN

129 W. SIERRA MADRE BLVD. SIERRA MADRE

PIZZA
48 VARIETIES TO CHOOSE FROM

FOR FASTER SERVICE
PHONE AHEAD EL 6-1260

THE SIERRA MADRE NEWS

Now Has

9653

Fully Paid
Subscribers

By Government Statisticians

38,346

READERS

Each and Every Week



Crib
Crop

On Feb. 4, 1964, at 5:25 p.m., Mr. and Mrs. Ray O. Shackelford of 297 W. Highland Ave., Sierra Madre, became the proud parents of their first child. Their little daughter, Deborah Kay, weighed in at 5 pounds, 7 ounces.

The happy maternal grandparents are Mr. and Mrs. Robert F. Wortham of 422 E. Highland Ave., Sierra Madre, and the equally proud paternal grandparents are Mr. and Mrs. R. R. Shackelford of 400 W. Carter, Sierra Madre.

Little Miss Sherry Anne Compton arrived, weighing 7 pounds, 1 1/4 ounces, on Feb. 10, 1964, at the Huntington Memorial Hospital. Her very happy parents are Mr. and Mrs. Richard Compton of 144 N. Mountain Trail, Sierra Madre. Sherry has a sister, Christine Marie, who is 18 months old.

The maternal grandparents are Mrs. Dorothy Schlinglof of Mesa, Ariz., and Mr. Barney Yunk of Sierra Madre. The paternal grandparents are Mr. and Mrs. G. O. Compton of Mesa, Ariz.

Read the Classified
They are Little
Bargains with a
Saving



We Dedicate Ourselves
To Your Reading
Pleasure For The
Many Weeks To Come

The Sierra Madre News is by far the best media for you to reach the high income bracket of Sierra Madre, Sierra Madre Villa, Oaks-Highland, Hastings Ranch and Rosemead-Foothill Areas . .

The Sierra Madre News

CALL US TODAY AT 355-3324 WE'LL PICK UP YOUR COPY

P I Z Z A NOW OPEN



129 W. SIERRA MADRE BLVD. SIERRA MADRE

DAILY MONDAY THRU THURSDAY 3 P.M. TO 10 P.M.
FRIDAY AND SATURDAY 11 A.M. TO 12 MIDNIGHT
SUNDAYS 11 A.M. TO 10 P.M.

48 VARIETIES TO CHOOSE FROM

FOR FASTER
SERVICE
PHONE IN YOUR
ORDERS

EL 6-1260

Sierra Madre Plumbing Co.

EL 5-7272

15 Kersting Ct. Across from flag pole

All Plumbing and Heating Repairs
Stoppages, Water Heaters, Disposals

Fixtures on Display

Pipe, Fittings, Valves, Faucets
Toilet Seats

Eaton Canyon Women's Club Lists Winners

Eaton Canyon Women's Club has announced the winners for the club's All Odd Holes tournament. They include:

A flight, Flo Temmesfeld, 35 and Gail Clement, 37½; B flight, Doris Krause, 33½ and Carol McClure, 34½, and C flight, Mary Nichols, 33 and Mary Ryan, 34½.

All scores are net results. Use the Classified Ads and turn Your Used Merchandise Into Cash

Washington Jr. Hi Alumni Plan 14th Annual Meet

The Washington Jr. High School Alumni Association is the only active Junior High Alumni Association in the United States today. This local area alumni will have their 14th annual meeting on Friday, Feb. 21, at Washington Jr. High, 1505 N. Marengo Ave., Pasadena, in the school library at 7:30 p.m.

The alumni states that their greatest problem is locating and contacting all former students, not just former teachers to attend. After all, seeing a "favorite teacher" is one of the joys of life. Wives and husbands are invited too.

Interesting entertainment is planned for this meeting plus loads of refreshments, and best of all a "Golf-Fest," but all the year's plans will be for naught if former students do not join the group.

The following committees have been working for the success of this annual meeting: Harry C. Gruwell, Wynn Scriber, Bill Bayley, Edna Reed Kress, Betty Yost Steinacher, Helen Prosser Capurro, Doris White Nighs-wonger, Bill Pfaff, Blanche Lunk McHenry and Mr. Charles Howk, the faculty advisor.

Social and Club Activities

Bridge Lessons Begin Feb. 21 At Arcadia YMCA

A ten week course will be offered in Goren Point Count System Bridge beginning Feb. 21, at Arcadia YMCA from 10 a.m. to 11 a.m., 310 S. First, Arcadia.

This is excellent for beginners and for those who have played other bridge systems and wish to learn the Goren System of bidding.

CFT Endorses Unruh School Finance Bill

The President's Cabinet and the Legislative Action Committee of the California Federation of Teachers announced today that the CFT would strongly endorse the Unruh School Finance Bill and will submit such strong recommendation to the Executive Council of the California Federation of Teachers in Los Angeles on February 22. Assemblyman Unruh's measure would drastically reduce the number of elementary and high school districts in California and would provide an additional 75 million in State support.

This bill would accomplish these changes by reducing the number of school districts from 1585 to 170 by providing one district to each County and allowing charter cities now maintaining districts to continue to do so. The bill would further provide changes by eliminating the gross inequities in educational opportunities which now result when one district spends \$268 per child per year, and another spends \$1261 per child per year. The bill would eliminate other gross inequities in a tax base which now ranges from more than \$600,000 per child to less than \$3,000. The bill would revitalize voting interest in education which now is lagging so seriously that on the average only 20 percent of those eligible vote in school elections.

Charles Hiscox, vice president of the California Federation of Teachers in Southern California stated that this bill would begin to solve the financial crisis in California's system of education. Hiscox stated: "This bill marks the beginning of a realistic approach to the financial administration of our schools and will begin to reduce the millions of dollars wasted in extensive duplication of services and personnel. The bill will alleviate critical financial shortages that are causing classes to be so over crowded that children are receiving less and less individual attention. The paper work for teachers has become so burdensome that teachers are giving up the type of work that makes education possible.

Students are not meeting in adequate facilities and teacher's salaries are getting so out of line with comparable professional occupations that education is less and less able to attract competent instructors. The fantastic duplication of administrative personnel in so many districts drains the meager resources that the present tax structure is able to provide. In order to get what money they now can, school districts have turned to pouring heavy funds into community public relations programs.

So many full time employees in the public relations field drain additional tax monies that should go to alleviate the classroom pressures. A drastic overhaul of an antiquated, illogical, system is absolutely necessary if we are to achieve any relief for our overburdened taxpayers and if we start to move towards providing a Class A education for our youngsters.



MRS. DANIEL EDWARD MCCUE
... nee Barbara Sue Ellet

Barbara Ellet and Daniel McCue United In Candlelight Wedding

On Saturday, Jan. 31, Barbara Sue Ellet, daughter of Mr. and Mrs. Charles Ellet, Jr., became the bride of Daniel Edward McCue, son of Mr. and Mrs. Edward McCue of West Covina. The Rev. George Lindsay officiated at the candlelight ceremony in the First Congregational Church of Sierra Madre.

The bride wore a ballerina length gown of taffeta and lace. Her pouf veil was held in place with a single taffeta rose, and she carried a nosegay of pink roses, white carnations and stephanotis.

The matron of honor was Mrs. Cynthia Keltner, the bride's sister. The bridesmaids were Miss Gail Murchison and Mrs. Tana Piper. The attendants were gowned in emerald green satin brocade, with halo veils and matching accessories.

Alpha Omicron Pi Meets Feb. 20

The Pasadena Alumnae Chapter of Alpha Omicron Pi will meet at 10 a.m. on Thursday, Feb. 20 for a guided tour of the Avon Cosmetic Co., 2940 E. Foot-hill, Pasadena. Following the tour, the group will enjoy a luncheon. Reservations may be made by calling Mrs. Vernon Rose at AT 7-7395.

On Wednesday evening, Feb. 19, at 8 p.m., the junior group of Alpha Omicron Pi alumnae will meet at the home of Mrs. John Adams, 329 N. Almansor, Alhambra. The program for the evening will be a workshop on the group's philanthropic project.

Hastings Ranch Garden Club Meets Feb. 25

The monthly meeting of the Hastings Ranch Garden Club will be held at noon, Feb. 25 at the home of Mrs. Ann Perrow, 376 Cliff Drive, with Mrs. Dorothy Christ-mas, co-hostess.

Following dessert and a short business meeting, Mrs. Hackney of the Hackney Travel Associates, will present the program. Through the courtesy of Japanese Air Lines, Mr. Tyler Tonaka in native dress, will speak and show films of "Gardens of the Orient." Souvenirs and door prizes in keeping with the Oriental motif will also be supplied by the airlines.

Thursday, Feb. 20, 1964

SIERRA MADRE NEWS-3

YWCA Presents Guest Speaker At Luncheon Feb. 25

Dr. A. L. Rowse will be featured at the YWCA Sixth Annual Friendship Luncheon to be held Tuesday, Feb. 25. Well known as an English historian, biographer and poet, Dr. Rowse has written and lectured in many areas. He writes history as a creative part of his country's literature as well as a scholarly product. Dr. Rowse comes yearly to the Huntington Library where he is at present working on the Sonnets of Shakespeare and a biography of Christopher Marlowe.

Citations of "Thank you" will be given to six clubs and organizations whose service divisions have contributed to the YWCA.

Mrs. Paul W. Moritz, president of the YWCA will welcome the guests. The invocation will be given by Mrs. Jesse Jai McNeil. The luncheon is in charge of the membership committee, Mrs. Kenneth Learned, chairman. The luncheon is open to the public. Tickets may be secured at 78 N. Marengo Ave., Pasadena, SY 3-5171. Reservations close Feb. 21.

Architectural Auxiliary Sets New Year

Mrs. Charles A. Klingerman of Pasadena has been installed as the new president of the Women's Architectural League in the San Gabriel Valley area.

Other officers are Mrs. William W. Gossy, vice president; Mrs. C. William Abbot, recording secretary; Mrs. Philip M. Davies Jr., corresponding secretary, and Mrs. Graham Latta, treasurer.

Mrs. Klingerman has made the following board appointments. Mrs. Richard Kimball, membership; Mrs. Kenneth Nishimoto, legislation; Mrs. Glenn Cook, publicity; Mrs. William H. Taylor, Carmelita Coordinating Council representative; Mrs. Ralph Askin, Pasadena Museum Slide Collection.

Mrs. Klingerman and Mrs. Gossy will represent the group at the Interim Conference of the California Council of the Women's Architectural League on February 28 and 29 at the Madonna Inn in San Luis Obispo.

Chi Omega Unit See Homemaking Demonstration

Pasadena Area Chi Omega Alumnae enjoyed their February 17th meeting, which took its members to the Garden Room at 281 Ramona in Pasadena.

After dessert and coffee, members and their guests were given a cooking and homemaking demonstration. Bridge followed the informative program.

Hostess chairman for the event was Mrs. Michael Sil-bergh of San Marino. She was assisted by Mrs. Frank Hubbard and Mrs. R. M. Harpster of San Marino; Mrs. John Morris, Mrs. Gerald Fairburn, Mrs. Paul Farmer and Miss Marylois Warner, of Pasadena, and Mrs. John Willoughby, of La Canada.

FREE!

REXALL SUPER PLENAMINS

when you buy our special combination packages

18 Tablets **FREE** with 72 **4.79**

36 **FREE** with 144 **7.95**

72 **FREE** with 288 **13.90**

ALSO FOR CHILDREN:

4-oz. Jr. LIQUID **FREE** with 16 oz. **5.95**

36 Jr. TABLETS **FREE** with 144 **5.49**

Hartman

Pharmacy

29 N. Baldwin EL 5-3311

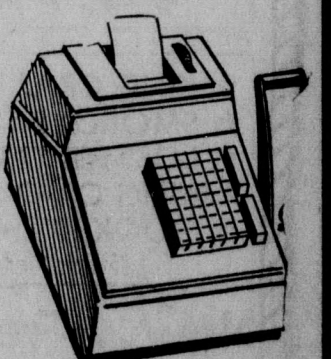
Public Notice
TO ALL MEMBERS
Annual Meeting
February 25th, 1964 — 7:30 P.M.
20 North Baldwin
For the Purpose of
Election of Directors
Sierra Madre Cemetery Association

Announcing . . .

We Now Rent Office Machines

- Typewriters
- Electric Typewriters
- Adding Machines
- Electric Adding Machines
- Cash Registers
- Calculators

We Service and Repair All Makes of Office Machines



Our Years of Experience Gives You the Very Best Service Possible

WILLINGHAM TYPEWRITER
16 W. Sierra Madre Blvd. EL 6-1537

Strategy for Spring-INTRIGUING HAIR STYLES

Now-until-Easter prices to tempt you to try one of the new hair styles for the new season. Make your appointment now!



THE SMOOTH CAP COIF shows off the burnished beauty of expertly styled hair. So flattering.

THE REAR VIEW CHARMER says the nicest things about you behind your back! Proving that our skilled operators spare no angle in making you lovelier.



Introducing
OUR NEW
HAIR STYLIST

Mary Mauller

Formerly with Andre Norman



"Complete Beauty Care"

Fashionette

48 W. Sierra Madre Blvd. EL 6-1306 Sierra Madre

Perrys' Stationery and Gift Shop

Hallmark Cards

for All Occasions

- GIFT ITEMS
- OFFICE SUPPLIES
- WEDDING INVITATIONS & ANNOUNCEMENTS
- RUBBER STAMPS
- SCHOOL SUPPLIES

SPECIAL
Hallmark Greeting Cards
FOR ALL SPECIAL OCCASIONS

56 W. Sierra Madre Blvd. EL 5-3385

United Way

teers who are heading the membership committee for the Congress are Donald Hamblin who is area chairman; John Nowick, Pasadena; Mr. Robert Harbicht, Duarte-Bradbury; James F. Abernethy, Sierra Madre City Councilman and community board president, Sierra Madre; Martin F. Stormie, Pasadena, and Lee Lambiel for Arcadia.

Anyone interested and who believes in United Way is welcome to participate. The effort and time needed to serve in this capacity is very little.

Sierra Madre Day

make up the time lost by the recent strike, and will continue Monday through Saturday racing through March 12. A race of the day has now been named the Sierra Madre for March 4. Those who want tickets to this special event at the special price should call at once and make reservations or purchase the tickets at 305 W. Sierra Madre Blvd. Reservations may be made by telephoning Elgin 5-3433.

Villa Views

in bright red hearts and Valentines. There was a late buffet served after the cocktail hour.

Those bidden for the soire were Peggy and Bill Lansill, Aleene and John Hedrick, Jo and Bud Baker, Alice and Charlie Callow, Dottie and George Lich, Louise and Chuck Day, Menete and Ed Specht, Marguerite and Jack Horne, Marilyn and Blair Hyde, Madeline and Wink Martindale, Ethel and Don Hays, Delores and David Zinsmeyer, Sara Jane and Bill Cummins, Margaret and Art Mann, Nita and Jay David, Marian and John Rowe, Ce and Harold Sweet, Marilyn and Ray Anderson, Billie and Ted MacKenzie, May and Roe Powell, Alida and Henry Kuhn, Leslie and Philip Shepherd, Flo and Ed Barnes and Connie and Ronnie Cappodocia.

American Legion

home of Lucille Nollac. Invitations have been issued to past presidents and charter members of the unit for their 39th birthday anniversary Feb. 27 at the home of Helen Wheeler, 672 Brookside Lane. Members are asked to meet at Roberts for transportation at 7:30 and to take a white elephant.

Retired Teachers Ass'n Has Guest

The Pasadena-Foothill Division of the California Retired Teachers Association will feature Dr. E. Pearce Hayes with the topic, "Life Under the Red Chinese," for its February 24 meeting.

Ethel Bellos, program chairman, will introduce Dr. Hayes, well-known speaker, who was a missionary in China for 30 years, living under the Red Chinese for one and one-half years.

Susan Adams, pianist from Pasadena City College, who was to have played at

the November meeting which was cancelled because of the national tragedy, will render two numbers.

Mrs. Frank Whetter, president, will open the business meeting at 1:30 p.m. at the Pasadena Public Library, 285 E. Walnut St.

Following the program, refreshments will be served by the San Gabriel Neighborhood Group with Mrs. Robert Godzil as chairman.

'Medic-Alert Week' Announced By S.M. Civic Club

The week of February 24 through March 1 has been proclaimed "Medic-Alert Week" in this area. Sponsored by the Sierra Madre Civic Club, "Medic-Alert Week" is designed to make people aware of the Medic-Alert emblem and the protection it affords people with hidden medical problems.

Today, over 100,000 persons with medical problems and acute allergies are wearing the stainless steel and silver Medic-Alert bracelets and necklaces with the easily recognizable and well-known medical insignia with the engraved warning on the back, alerting physicians and passers-by to an accident victim's medical problem.

During Medic-Alert Week further information may be had by calling Mrs. Ted Valesquez, Civic Club Medic-Alert chairman or writing to Medic-Alert Foundation International, Turlock, California.

Pamphlets explaining the Medic-Alert Foundation International will be available in stores about town or from Mrs. Valesquez.

Senior Citizen Activity Days Set in Arcadia

Activity Days are scheduled each Tuesday at the Arcadia Senior Citizens Center, 405 S. Santa Anita Ave., to develop regional recreation programs for Valley seniors, reports Supervisor Frank G. Bonelli.

Arnold Installed

very enlightening as well as interesting to all present.

In closing the program, members were reminded that the directors of the Chamber meet the first Tuesday of each month for breakfast at 7:30 and meeting at 8:00 in the Headliner Cafe and all members were welcome to attend.

THE Friendliest STORES IN TOWN! Ralphs 91st Birthday



WATCH FOR \$
THIS BEAUTIFUL FOUR
PIECE PLACE SETTING
IN AUTHENTIC
**CURRIER & IVES
DINNERWARE
FREE**
WITH COUPON AND
\$5.00 PURCHASE

**VALUABLE BOOKLET IN YOUR MAIL
WORTH \$15.98!
IN DINNERWARE
and GROCERY COUPONS!**
ASK YOUR **Ralphs**
MANAGER FOR DETAILS
**Plus! THOUSANDS OF DOLLARS
WORTH OF PRIZES**
DRAWINGS EACH WEEK FOR TEN WEEKS

**Win! A GLORIOUS TEN-DAY
HOLIDAY FOR TWO!**
VIA
PAN AMERICAN
the "World's Most Experienced Airline"
VISIT **Hawaii - Tahiti**
Moorea - Bora Bora

STAY AT FINEST HOTELS—ENJOY BREATHTAKING BEAUTY—
VISIT HISTORIC SITES—SHOP FOR EXOTIC TREASURES.
FLY IN SUPREME COMFORT AND SAFETY
ABOARD A
PAN AM
JET CLIPPER

**WIN ONE OF THESE
GRAND PRIZES!**

**Win! THIS BEAUTIFUL
1964
BUICK
SKYLARK**

WITH THESE FEATURES:
AUTOMATIC TRANSMISSION—SEAT BELTS
POWER STEERING—RADIO—TINTED GLASS
REMOTE-CONTROL SIDE-VIEW MIRROR—
WHITE SIDE-WALL TIRES—V-8 ENGINE—
BUCKET SEATS (Sales Tax and License In-
cluded).

**... PLUS HUNDREDS OF PRIZES EVERY WEEK
FOR TEN WEEKS, INCLUDING A MAGNIFICENT
O'KEEFE & MERRITT GAS CONTEMPO, CALIFORNIA'S
MOST WANTED AUTOMATIC RANGE—A HAMILTON GAS
CLOTHES DRYER—WESTINGHOUSE PORTABLE DISH-WASHER
AND MANY, MANY MORE. REGISTER EVERY WEEK —
NOTHING TO BUY — NO CASH EQUIVALENT — NO EX-
CHANGES. ADULTS ONLY. FIRST DRAWING FEBRUARY 23.**

**Win! a 15'x30'
SWIMMING
POOL**
by **BLUE HAVEN**
WORLD'S LARGEST
POOL BUILDERS

WITH THESE FAMOUS FEATURES:
Marine Spin Filter • Heater • 3/4-hp Sta-Rite
Pump & Motor • 7 1/2' Slide • Underwater Light
• Marine Steri-Filter • Automatic Skimmer •
Automatic Clean-Sweep Pool Cleaner

NEPTUNE SEAFOOD CO.
Now In Foothill-Rosemead
Shopping Center
Next to 31 Flavors Ice Cream
355-1503

LENTEN SPECIALS

Fresh From Snake River
IDAHO TROUT Reg. \$1.19
\$1.59 lb. **1.19** LB.

NOW FRESH DUNGENESS CRABS

Fancy Fresh Frozen Dark Meat & Skin Trimmed
SWORDFISH STEAKS Reg. 69¢
99¢ lb. **69** lb

LIVE EASTERN LOBSTERS
WE WILL COOK THEM FOR YOU — PLEASE CALL IN YOUR ORDERS

Fancy Alaskan King — All Meat
CRAB LEGS Reg. \$1.30
\$1.65 1/2 lb. **1.30** 1/2 LB.

FRESH COOKED DAILY — WE SPLIT AND CLEAN FOR YOU
LOCAL LOBSTERS

NEPTUNE SUGGESTS

- ★ KING CRAB LEGS (Shell)
- ★ SMOKED FISH
- ★ LOBSTER TAILS
- ★ KING CRAB MEAT
- ★ COOKED SHRIMP (Small, Med. & Lge.)
- ★ KING CRAB MEAT LEGS
- ★ FINNAN HADDIE
- ★ EASTERN CLAM MEAT
- ★ FRYING SHRIMP

Now ... Fresh Idaho Mountain Trout

NEPTUNE SEAFOOD CO.
3653 E. Foothill • Foothill-ROSEMEAD • SHOPPING CENTER
DAILY 9:30 A.M. TO 6 P.M. — FRI. EVES. 6:30

**LIBBY'S
TOMATO
JUICE**
46-OZ. CAN **23** SAVE 8c
AS FEATURED ON KTTV, CH 11

**LIBBY'S
FRUIT
COCKTAIL**
17-OZ. CANS **5 \$1.00** SAVE 35c
AS FEATURED ON KTTV, CHANNEL 11

**LIBBY'S
PEAS**
1-LB. 1-OZ. CANS **2 35** SAVE 11c
AS FEATURED ON KTTV, CHANNEL 11

Ralphs Fresh Produce

SWEET TENDER
CARROTS 2 **15**¢
1-LB. CELLO BAGS

LARGE SWEET NAVEL
ORANGES 5 **45**¢
LBS.

EXTRA FANCY ANJOU
PEARS 2 **25**¢
LBS.

FRESH HAWAIIAN
PINEAPPLE 15¢
L.

REGULAR LOW SHELF PRICES
INCLUDES "3c OFF"
**GOLD MEDAL
FLOUR** 5 **54**¢
LB. BAG

INCLUDES "2c OFF"
**ROYAL
GELATIN** 2 **35**¢
6-OZ. PKGS.

RID KING—WITH BRUSH
**LIQUID
BOWL CLEANER** QUART **98**¢

Save MORE...More WAYS at Ralphs

**FRE
CAKE**

**LE
LA**

**SHOULDER
CHOPS
ROUND
BONE
RIB
EYE**

**Luc
LIG**

5

6

**RALPHS EXTRA LARGE
DRIED
PRUNE**
INSTANT NON-CH
CARA
DRINK

**CIRCUS
BUTTER**

**MAZON
CORN C**

**RALPHS
CHE
WH**

**RALPHS
CHERRY**

4. Sweepstakes

ADD TAX TAXABLE ITEMS—PRICES EFFECTIVE THURSDAY THRU SUNDAY, FEB. 20, 21, 22 & 23

ALL RALPHS STORES
OPEN REGULAR HOURS
SAT., FEB. 22,
WASHINGTON'S
BIRTHDAY



**FREE
CAKES**

BE SURE TO WATCH FOR
A BIG STAR ON YOUR
CASH REGISTER TAPE AND
WIN A FREE 89¢ RALPHS CAKE
NOTHING TO BUY ADULTS ONLY!

LEG of LAMB 57¢ LB.
SAVE 16¢ A LB.

SHOULDER LAMB ROAST 37¢ LB.
LAMB BREAST 10¢
LAMB NECK 29¢
LAMB SHANKS 39¢
GROUND LAMB 39¢

Lamb Chop Sale

SHOULDER CHOPS 63¢
ROUND BONE 69¢
RIB EYE 98¢
RIB CHOPS 79¢
LARGE LOIN 79¢
SMALL LOIN 98¢



RALPHS GOLDEN PREMIUM
U.S.D.A. GRADED CHOICE BEEF

BONELESS BREAKFAST OR BUTTER STEAKS 98¢ LB.

CENTER CUTS

ROUND STEAK 67¢ LB.
SAVE 31¢ A LB.

OVEN READY RUMP ROAST 67¢
WATERMELON CUT 79¢
SWIFT'S PORK SAUSAGE 49¢
BROWN 'N SERVE 49¢



LUCKY STRIKE OR PAN PACIFIC LIGHT CHUNK TUNA 5 \$1.00
4-OZ. CANS
SAVE 35¢



TREESWEET FROZEN ORANGE JUICE 4 \$1.00
6-OZ. CANS
SAVE 40¢



WISCONSIN AGED CHEDDAR OR SWISS CHEESE 69¢ LB.
CHUNK
SAVE TO 20¢ A LB.

ALL STAR TOMATO SAUCE 6 39¢
7 1/2-OZ. CANS
SAVE 15¢

RALPHS SUPERB—IN ZIP! FLIP! DIP! CARTONS

CATERING ICE CREAM 6 69¢
HALF GAL.
SAVE 10¢

KRAFT

VELVEETA CHEESE LOAF 2 79¢
1-LB. CARTON
SAVE 19¢

RALPHS EXTRA LARGE DRIED PRUNES 39¢
SAVE 14¢
1 1/2-LB. CELLO PKG.

INSTANT NON-CHOCOLATE CARA COA DRINK 47¢
8-OZ. CANS

CIRCUS PEANUT BUTTER 49¢
WITH BUTTER
SAVE 10¢
18-OZ. CANS

MAZOLA CORN OIL 85¢
1 1/2-QT.

RALPHS OWN FRESH BAKERY CHERRY WHEEL 35¢
COFFEE CAKE
SAVE 4¢
13-OZ.

RALPHS CHERRY PIE 59¢
8-INCH
SAVE 6¢

FRESH PACT FROZEN GRADE A RED RASPBERRIES 25¢
SAVE 6¢
10-OZ. PKG.

FROZEN DELAWARE PUNCH 6 \$1.00
SAVE 13¢
6-OZ. CANS

PICTSWEET FROZEN COOKED SQUASH 2 37¢
12-OZ. PKGS.

PICTSWEET FROZEN FRENCH CUT GREEN BEANS 4 \$1.00
SAVE 8¢
9-OZ. PKGS.

RALPHS CHERRY ANGEL FOOD LOAF CAKE 39¢
11-OZ. PKG.
SAVE 4¢

RALPHS APPLE OR CHERRY TURNOVERS 23¢
PKG. OF 2
SAVE 4¢

FLEISCHMANN'S MARGARINE 33¢
SAVE 6¢
1-LB. PKG.

REAL MC COY SLICED PASTRAMI 39¢
4-OZ. PKG.
SAVE 10¢

CORNED BEEF 59¢
4-OZ. PKG.
SAVE 10¢

NON FOOD DIET CREST TOOTH PASTE 39¢
SAVE 14¢
3 1/2-OZ. LARGE TUBE

SCOTT PAPER TOWELS 29¢
GIANT ROLL

CHIC-E ALL CHICKEN PET DINNER 8 \$1.00
SAVE 16¢
6-OZ. CANS

JONNY CAT, CAT LITTER 10 69¢
SAVE 10¢
10 LB. BAG

Lenten Seafood

FRESH FILLET OF PERCH 59¢
FANCY CHINOOK SALMON STEAKS 89¢
CERTI-FRESH FROZEN BREADED COD 3 \$1.00
BREADED PERCH 3 \$1.00
BREADED HADDOCK 3 \$1.00
GORTON'S FROZEN BREADED SHRIMP 8-OZ. PKG. 55¢
FISH STICKS 3 8-OZ. PKG. 99¢
FISH CAKES 8-OZ. PKG. 27¢

Thursday, Feb. 20, 1964 SIERRA MADRE NEWS-5

SPORTS AS Hank Ives SEES IT



OOPS — MY FACE IS RED. The phone rang bright and early one morning last week and after the usual formalities of "hello" the conversation went something like this: "Your side-light on the destroying of Lamb Chop was very interesting. Except for one thing. In comparing Lamb Chop with Your Host you called Your Host one of the finest broadmores of all times after recovering from a broken leg. Just one problem. Your Host was a male-type horse."

The feller on the other end of the horn was Henry Formals, cartoonist supreme and a bit of a pony fancier on the side. To err is human, Henry old boy, and I suspect that is why they put erasers on pencils.

YOUR HOST not only was a very definite male-type horse, but won the Santa Anita Derby in 1950 and became an outstanding sire with "Horse of the Year" Kelso, being his most famous son.

ON THE SUBJECT OF HORSES... After 35 racing days here is the magic formula on betting the favorites. A flat two dollar bet on win-place and show on the favorite in each race would net you a corresponding loss of \$13.60, \$11.80 and \$16.40.

IT'S STRANGE HOW JOCKEY fortunes vary each year. Fellows like Yeaza, Shoemaker and Milo Valenzuela always have their share of winners. But there are half a dozen big disappointments this season. Willie Harnatz, Pete Moreno, Rudy Campas, and Miguel Yanez have had their troubles catching winners. Alex Maese, Jackie Leonard, Johnny Longden and Braulio Baeza are behind their usual production.

SURPRISES TO DATE have been Ken Church, who is really a talented boy yet doesn't seem to get many mounts, Fernando Alvarez, Ray York, Don Ross and Frankie Costa.

OLD HANKUS PREDICTS... Cassius Clay to gain the world's heavyweight title by a decision over Sonny Liston in their Feb. 25 bout in Miami Beach.

Before you send for the boys in the white suits and straight jackets consider these points.

The "Gaseous" one has youth going for him, in fact

probably a ten year edge. No one claims to know just how old Liston is, which usually means you can tack on five years to the published account.

The bout is actually being held in Clay's backyard. Miami Beach is practically a second home for the "Louisville Lip." He should have the crowd in his corner.

Cassius will be close to Liston in the weight department. The champ goes at 212 and Clay at 205 with the challenger having a definite edge in height and speed.

My guess is that neither one of these men would stand much of a chance with the likes of Joe Louis, Gene Tunney or Jack Dempsey. Heavyweight challengers these days are mostly in the "stumble-bum" category.

CLAY WILL BE A DEFINITE underdog. However, Old Hankus feels that a good share of Liston's notoriety comes from his two first round KOs of "Frozen Floyd" Patterson. Clay has long planned for this fight. Despite all of his lipping ways, he is an intelligent lad, with good power and fast enough to avoid the Liston bombshells. If he can avoid a quick KO Clay should be able to use hit and run tactics until the slower Liston runs out of gas.

THERE HAVE BEEN PLENTY of upsets in the past. Jimmy Braddock was a 10-1 underdog against Max Baer in 1935 yet punched his way to the title. Joe Walcott almost did it against Joe Louis in 1947 and then applied the coup de smash to Ezzard Charles in '51. Ingemar Johansson was a strict short-ender in his bout with Patterson in '59, but the "tunderbolt" connected with the Patterson glass chin in the third round.

SO THERE YOU ARE... CLAY BY A DECISION. ODDS AND ENDS... Dennis Polosky tied the La Salle High School scoring record last week with his 35 point performance against Bishop Amat. The Lancers have been the class of the Santa Fe League for the past three years.

SIERRA MADRE LITTLE LEAGUE registration starts this Saturday from 9 a.m. until noon at the Sierra Vista Youth Hut.

CLASSIFIED Advertisements

LOST AND FOUND

LADY wants studio apartment, furnished or unfurnished, with stove and refrig. Call EL 5-1279 after 6 p.m. L*2-20

PETS

FOUND, vicinity St. Rita's sm. br. Cairn Terrier. No tags. Owner call EL 5-0950 O*2-20

FOR SALE — AUTOMOBILES

2-WHEEL trailer, box 4 ft. x 8 ft. \$40. 355-6744 P*2-20

SERVICE

SIERRA MADRE TRANSFER Local and long distance moving. EL 5-3374

LANDSCAPE MAINTENANCE

General Cleanup Pruning, Lt. hauling dependable, exp. service 355-9216 (eves.) S*2-13—3-4

FRED AUWINGER Professional HOUSE CLEANING

yrs. of exp. references \$1.75 hr. EL 5-4373 S*2-13—3-4

REAL ESTATE LOANS

90% On FIRST LOANS From 5 1/2% Interest Second Loans on Equity Lydia Cunningham W/Spaulding HI 5-2489 Eve. SY 8-3203

BEST HOME

Eva Hardin CONVALESCENT HOME Nurses around the clock. Good food. Excellent care. Licensed for 9. M.A.A. patients approved. 94 1/2 N. BALDWIN 355-8169 T*9-26tf

WANTED TO BUY

WANTED Older 3 bdrm. Sierra Madre Home Pvt. party EL 5-2673 M*2-6—2-19

FIREWOOD FOR SALE

All Kinds FIREWOOD Also Tree Work HI 6-9289 Mr. Lopez

DRESSMAKING

EXPERT ALTERATIONS, also coats, suits & dresses made. EL 9-3931 S*11-21tf

Read the Classified They are Little Bargains with a Saving

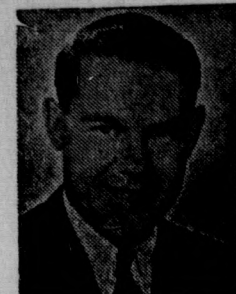
NOW OPEN
129 W. SIERRA MADRE BLVD. SIERRA MADRE
PIZZA
48 VARIETIES TO CHOOSE FROM
FOR FASTER SERVICE PHONE AHEAD EL 6-1260

48th ANNIVERSARY
ANOTHER **Royal**
CLEANING SPECIAL
\$5* FOR \$4
WORTH OF GARMENT DRY CLEANING
*SAVE 20% ON ALL GARMENT DRY CLEANING ORDERS OF \$5.00 AND OVER
The **Royal**
Offer Good Only Feb. 17 Thru Mar. 7
AT OUR DRIVE-IN 443 S. RAYMOND AVE. HASTINGS RANCH SHOPPING CENTER OFFICE OR TELEPHONE FOR PROMPT PICK-UP AND DELIVERY SERVICE
SYcamore 6-4311 MURRAY 1-6412 ZENITH 6431

Save MORE...More WAYS at **Ralphs**

THERE'S MORE TEA DRINKING PLEASURE FOR YOU, YOUR FAMILY AND FRIENDS with **BIGELOW'S** *Constant Comment* THE FAMOUS DELICIOUS BLEND OF FINE TEA WITH ORANGES AND SWEET SPICE an original product of R. C. BIGELOW INC., Norwalk, Conn.

Roberts Market
Incorporated
14 E. SIERRA MADRE BLVD.



FLOURNOY REPORT

by Assemblyman
Houston L. Flournoy
49TH ASSEMBLY DISTRICT

Now that the Legislature has received the Governor's

budget for 1964-65, at least two familiar features stand out:

1. Once again, the total expenditure program is at a record high, \$3.66 billion. This is an increase of more than \$400 million over the Governor's last proposal.

2. Once again support for local public education has been short-changed.

Governor Brown says his budget is "soundly in balance" without any new taxes. Yet, a close examination of the figures indicates that the state will be spending \$90 million more than its anticipated revenues for the coming fiscal year. Despite a \$100 million surplus at the beginning of the fiscal year in July, the Governor's spending program will liquidate all but \$8.7 million by the end of the year.

Hidden in this record program of expenditures is a "breach of faith" with our local school districts. While available surpluses are being exhausted elsewhere, increases promised in additional support for public schools have been pared. Last year it was promised that \$50 million would be reserved for additional state aid this year to offset the disappointingly low appropriations of the last session of the Legislature. Instead, the Governor has proposed an increase of only \$35 million.

In light of this failure to keep faith with the school districts, I have introduced a bill (A.B. 44) which would allocate an added \$15 million to our local schools. This bill would fulfill assurances given last year, but which the Governor has apparently no intention of keeping. I have not the slightest doubt that this obligation can easily be met through economies in other less important proposals the Governor has placed before us.

Letters to the Editor

I may not believe in what the man says, but I will defend to my death his right to say it.—(similar words of Voltaire)

Dear Editor:

I should like to express my resentment over the unfair treatment which is being accorded to Senator Clair Engle by Governor Edmund G. Brown and a group of his cronies among the leaders of The Democratic Party.

They profess warm friendship for Senator Engle. They even "pray for his recovery." But at the same time, they have a knife buried deep in his back. And they lose no opportunity to give it an extra twist. To put it bluntly, we are witnessing a gigantic double cross against him, right in front of our eyes.

Their tactics toward him are shabby, ruthless and revolting. In spite of Senator Engle's thirty years of faithful public service, some of the officers of his own party have tried their best to force him out of the race. Failing that, they now hope to defeat him in the primary. Governor Brown has publicly declared the Senator's health an issue. Now several of the Governor's friends threaten to enter the June 2nd Democratic Primary against Senator Engle. By the time this gets into print, some of them may already have filed. It is even widely hinted that the Governor himself may enter the primary.

All because, through no fault of his, Senator Engle was stricken down in the line of public duty. These great sportsmen don't mind attacking him while he is down. They will find out what happens to people who do that, when the voters have their say in the June primary.

Senator Engle's physician reports that he is making normal and satisfactory progress toward recovery. That's good enough for me. Wouldn't it be a fine gesture if all the people of California who believe in fair play (my guess is that would be about 17 million of them) would write to Senator Engle at the Capitol in Washington and express their good wishes, and their hope for his complete recovery? It would do him a world of good.

I take a certain degree of pride in the fact that I have been exercising my right to vote for almost half a century. The vote I cast for Senator Engle in the June primary, and the one I will cast for him in the general election in November, will give me more genuine satisfaction than any votes I have ever cast before.

That cane, which Senator Engle at present has to use, is no disgrace. Instead, it is a badge of honor. A generous and understanding public will applaud him for it. First, because he can support himself with it. Second, because they probably would like to see him use it as a cudgel on some of those so-called "friends" of his. Although I think he is far too decent an individual to do anything like that.

—RUSSELL PAUL
KIRKPATRICK,
6576 Ascot Drive
Oakland 11, Calif.

Dear Editor:
As president of the Sierra Madre Woman's Club I wish to express the appreciation of the club members for the fine cooperation we receive from your newspaper. The amount of space given annually to our club projects is inestimable. With all the communications media available these days, it is still the newspaper that puts information into our hands in retainable form — to be read, digested, and kept.

Sierra Madre Woman's Club is a member of the General Federation of Women's Clubs, the largest group of organized women in the world, having 11,000,000 members in 15,500 clubs in the United States and 54 other countries. The General Federation program in this administration highlights an extensive campaign to obliterate illiteracy from the United States and through-

out the world; a Dimes for Liberty project to help build the Museum of Immigration at the base of the Statue of Liberty; cooperation in building the Cathedral in the Pines as a memorial to women who have died in all wars, and many worthwhile projects. However, our club has the privilege of choosing any project we wish to emphasize, always keeping in mind the needs of our local community.

Mrs. Dexter Otis Arnold, president of the General Federation has declared that the General Federation of Women's Clubs has always strongly advocated the freedom of the press and that it has never been more important than it is today when more than half the countries of the world live under a partial or complete blackout of news through censorship.

Again, accept our deep thanks and all good wishes.
—MRS. ALBERT J. BARKMAN,
President

Elementary School Menu

February 24-28

Monday — Toastie dog, buttered corn, celery sticks, cherry cobbler.

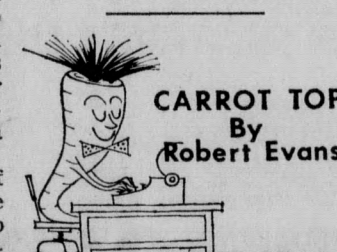
Tuesday — Hamburgers, buttered peas, potato salad, rosy apple sauce.

Wednesday — Chili beans, spinach, carrot sticks, fruited jello, corn bread and butter.

Thursday — Diced turkey in gravy, mashed potatoes, lettuce salad with shaker dressing, fruit cup, French bread and butter.

Friday — Macaroni and cheese, green beans, cole slaw, brownies, tuna sandwich.

Each lunch contains one-third quart milk and two teaspoon of butter. Ala Carte items also available.



CARROT TOP
By Robert Evans

in a cast . . . could it be that Dick has taken a slap at a Democrat? Or maybe one of the planks in the Republican platform gave away on him. Dick has been taking flying lessons, and is about ready to receive his pilot's license. Any day now you may see the wings sprout.

Now with the Lenten season in full swing, it is our suggestion that you take a few minutes of your time and pay Neptune Seafood a visit. . . this is one of the finest stores that I have ever had the opportunity to visit. . . in seafood, they are tops, they have every selection that you can think of and in a clean and wholesome atmosphere that really makes you enjoy shopping. Tell Mr. Suza we sent you and you will get an extra shrimp or two.

Say, have you tried the new Mr. Pizza, and I mean PIZZA in all capital letters. "It's the Greatest," and you can give them a call any time after 4 p.m. until 11 and rush down in a couple of minutes and pick up the prize of the century . . . these people really know their business. Give them a call this afternoon . . . you'll be glad you did.

In closing the column for this week, let me remind you . . . Talk is by far the most accessible of pleasures. It costs nothing in money, it is all profit, it completes our education, it fosters our friendships, and can be enjoyed at any age and in almost any state of health. . . Life is too short to be little . . . see you around, I hope, I hope, I hope.



Doug McMann

REFLECTIONS
OF A MAN
ABOUT TOWN

I suppose now that Fred La Lone, its originator has retired from active participation on the Sierra Madre Search and Rescue Team, he will be referred to as "The La Lone Ranger."

As far as radio-listening goes, KPOL offers the most relaxed broadcasting on the airwaves. The station is to be commended for its easy-to-listen-to music and its precise newscasts. But perhaps it is too relaxed. For example, as a lead-in to one of its evening programs, the announcer reminded the listener that "Californians end their day relaxed and contented." The staff writer who dreamed up this copy must never leave his cubicle. Did you ever see anybody "relaxed and contented" as they drive home on the Freeway?

"Local Boy Makes Good" can certainly be applied to Sam Schwartz, who was born in Pasadena and grew up in Sierra Madre. Sam, as you know, has been appointed principal of the new \$5 million Blair High School in the Crown City. He has been "head man" at Mc Kinley Junior High for the past four years, starting his teaching career at Marshall Junior High. Sam was student body prez at PCC and graduated cum laude from USC, where he received his master's degree. He is doing additional graduate work at UCLA. During World War II, he served as a transport pilot in the Navy, and is presently a reserve commander in personnel and instrument training for jet fighter pilots at Los Alamos Naval Air Station. Sam and his lovely wife, Virginia, are the proud parents of four children, all attending Pasadena schools. Nice going, Sam.

POET'S CORN
Early to bed,
And early to rise,
And you'll never have red
In the whites of your eyes.

Observation: "Living within one's means frequently necessitates living without."

Newest idols of the teenage set, the Beatles, British singing group, have arrived in New York for a series of public appearances. Their recordings are already top hits in this country. The Beatles, who effect "mop" hair styles, have caused many teen-age boys to adopt the new "hair-do" and visit barber shops too infrequently. When asked about her fascination for the British quartet, one teen-age girl replied, "I don't know how to explain it. Their singing tears me apart and lets out all the frustration. It just kills you!" And it will probably "kill" a lot of frustrated parents, too.

Thought for Today:
"Worry is like a rocking chair. It will give you something to do, but it won't get you anywhere!"

My apologies to Frank Burke, major domo at the Highlander, who I referred to in the column as a "Dodger fan." This was a grave injustice. Frank lives and breathes the Philadelphia Phillies for whom he has been beating the drums for years. As a matter of fact, it is a well known statistic that genial Frank, who lives at the Sierra Madre Hotel, has two Philadelphia Phillies pennants flying over the hostelry during baseball season. I hope this will set the record straight, Frank, and there will be no hard feelings as far as owner Bob Carpenter and manager Gene Mauch.

New Books At Public Library

Bates, H. E. Oh, to Be in England—more about the outlandish Larkin family who appeared in the "Darling Buds of May."
Corbett, Elizabeth. Lila's Kemerley's Husband—story of an actress in New York.
Gardner, E. S. Case of the Daring Divorce — a Perry Mason mystery novel.
Heyer, Georgette. False Colours—a romance in 19th Century England in the witty style of the "Nonesuch."
Jhabvala, R. P. Like Birds, Like Fishes and Other Stories—modern life in New Delhi.
Prokosch, Frederic. The Dark Dancer—17th Century India, an exotic story.
Smith, Wilbur. When the Lion Feeds—South Africa during the time of the gold rush in the 1890's is the setting for this exciting story.

Special offer
from Dorothy Gray

SATURA

the true
moisture
cream

\$850 Size

NOW \$600

Save on the gentle-mannered cream ladies prefer. Satura's humectant action aids in the prevention of dryness, gives skin a petal smoothness. Either of its formulas, with hormones or with Vitamin A, will help soften, smooth and moisturize as few other creams can. Discover Satura today at these savings.



Ladies choose Dorothy Gray

Hartman
Retail Pharmacy
29 N. Baldwin EL 5-3311

Arcadia Garden Center

145 E. Huntington, Arcadia HI 7-2408

SELL-A-RAMA HOOTENANY

SATURDAY, FEB. 22 9 A.M. until Sold Out

8 OF A PARKING LOT

Prizes — Food — Music — Bargains

Camelias — 1 Gal. \$1.98

Reg. \$2.25

Glad Bulbs 39¢

Reg. 6¢ each

Azalea — 1 Gal. 98¢

Reg. \$1.25

WEED FREE STEER MANURE 59¢ BAG

FREE DELIVERY

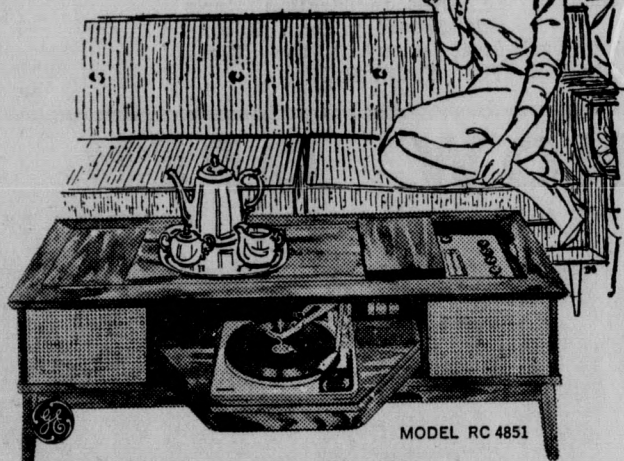
OPEN SUNDAYS

9:30 A.M. TO 2:30 P.M.



The Most Beautiful Coffee Table

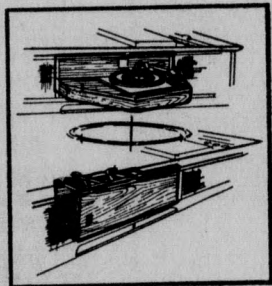
you've ever heard



THE WELLINGTON... The New Look of Stereo

The distinctive styling of this console combines the elegance of fine furniture with the superb reproduction of General Electric stereophonic sound.

The unique General Electric SWING-AWAY turntable swivels out for easy record handling without disturbing anything on top . . . giving you full-time use of the coffee table. Come in soon and see the all-new Wellington!



The Wellington features:

- SWINGAWAY TURNTABLE WITH GARRARD 4-SPEED CHANGER... plays stereo or monaural records
- GENERAL ELECTRIC C-100 CERAMIC STEREO CARTRIDGE WITH DIAMOND STYLUS
- HOME MUSIC DISTRIBUTION SYSTEM (Optional)
- MULTI-DIRECTIONAL SIX SPEAKER SYSTEM
- 2 MODELS... Early American Maple, Danish Modern Walnut
- ALL WOOD CABINETRY
- AM/FM-FM-STEREO TUNER
- AMPLE RECORD STORAGE

Prices Start
\$278⁸⁸

Walnut

6 MONTHS FREE SERVICE POLICY 1 YR. PARTS GUARANTEE
FREE HOME DEMONSTRATION

Choose From Our Large Stock at Lowest Prices in Southern California

RAMBEAU'S

ANTENNA TV SERVICE

17 W. SIERRA MADRE BLVD.

EL 5-1560

NOW OPEN

129 W. SIERRA MADRE BLVD. SIERRA MADRE

PIZZA

48 VARIETIES TO CHOOSE FROM

FOR FASTER SERVICE
PHONE AHEAD

EL 6-1260

THINK

How Many People Have A Key To Your Store?

It is very simple for former employees or former owner and renters to have a key to your store . . . It could cost you hundreds of dollars in merchandise . . . WHEN — FOR JUST A FEW DOLLARS WE CAN CHANGE THE TUMBLERS ON YOUR LOCKS AND PROVIDE YOU WITH NEW KEYS



NOW OPEN . . .

We Open & Repair Safes
and
Change Combinations



KEYS MADE BY CODE

- Automobile Keys Made
- Luggage Keys
- A Key For Any Lock
- Deposit Boxes Opened

Many Years of Experience With Equipment
To Handle the Biggest of Shop Jobs

WILLINGHAM TYPEWRITER

16 W. Sierra Madre Blvd. EL 6-1537

Bible Lesson

The Bible lesson on "Mind" at Christian Science churches this Sunday will include Paul's counsel to the Philippians (2:5), "Let this mind be in you, which was also in Christ Jesus."

Related readings from "Science and Health with Key to the Scriptures" by Mary Baker Eddy will include this: "Having no other gods, turning to no other but the one perfect Mind to guide him, man is the likeness of God, pure and eternal, having that Mind which was also in Christ."

BETHANY Evangelical LUTHERAN CHURCH

La Tierra and Vlado on Sierra Madre Blvd. East Pasadena 9:30 S.S. Worship

Worship Service 11:00 a.m.
Sermon "Only A Crumb"
Wed. Lenten Service 7:45 p.m.
"Healing Hands" (Nursery Provided)

FAITH LUTHERAN CHURCH

845 Hastings Ranch Drive Armin W. Hesse, Pastor
9:15 — SUNDAY SCHOOL & BIBLE DEPARTMENTS
10:30 — SUNDAY WORSHIP HOUR
Sermon: "Without Shedding of Blood"
7:30 P.M. — WEDNESDAY EVENING LENTEN SERVICE
Sermon by the Rev. G. Schramm of Alhambra
Subject: "Philip's Lenten Sermon to the Ethiopian"



Sierra Madre Congregational Church

Morning Worship: 9:30 and 11:00 A.M.
Rabbi Martin Sofer, preaching
Church School: 9:30 A.M. Jr. & Sr. Hi: 7:00 P.M.
College Age: 8:00 P.M. Niners: 4:00 P.M.

"The Church of the Lighted Cross"

TRINITY PRESBYTERIAN CHURCH

Sierra Madre Blvd. and Hastings Ranch Drive
Rev. Donald H. Ostrander, Pastor



CHURCH SCHOOL & WORSHIP 9 & 10:30 A.M.
YOUTH FELLOWSHIP — JR. & SR. HI — 7 P.M.

Santa Anita Church of Religious Science

225 W. Colorado Blvd., Arcadia HI. 9-8206
DR. ETHEL BARNHART, Minister
Sunday, Feb. 23 — 9:00 and 11:00 A.M.
"GOD IS MY STRENGTH"

Pre-Easter Class — Prayer and "The Word"
Tuesday evenings at 8:00 o'clock
Junior Church 9 a.m. Youth Activity 7:30 p.m.

BETHANY CHURCH

Baldwin at Montecito Robert N. Schaper, Pastor
11:00 a.m.—"A Word For All Ages"
7:00 p.m.—Youth Services — Judd Gordon
Youth Director speaking
4:30 p.m.—Parents Meeting
6:00 p.m.—Christian Endeavor
9:30 a.m.—Sunday School

First Church of Christ, Scientist

186 W. HIGHLAND AVE., SIERRA MADRE
Sunday Service (small children cared for) 11:00 A.M.
Sunday School for pupils up to age 20 9:30 A.M.
Wednesday Testimonial Meetings 8:00 P.M.
"Mind"
READING ROOM, 22 N. BALDWIN AVE.
Daily Except Sundays and Holidays 12-5 P.M.
Saturday 10-5 P.M.

EPISCOPAL Church of the Ascension

N. Baldwin at Laurel
Rev. Harley Gibbs Smith, Jr., Rector
Rev. James H. Miller, Curate
SUNDAYS
7:30 a.m.—Low Mass
8:40 a.m.—MORNING PRAYER
9:00 a.m.—FAMILY EUCHARIST
9:30 a.m.—SUNDAY SCHOOL
10:30 a.m.—SUNG EUCHARIST & SERMON
Weekdays Holy Eucharist 7 a.m.
Also Wednesday and Friday 9 a.m.

Bethany Church Notes

The Christian Education Department at Bethany Church of Sierra Madre announces that this weekend and into the first part of next week will find a great deal of emphasis in the church on the subject of Christian education of children, youth and adults. The Board of Christian Education will hold a retreat at Fuller Seminary on Saturday afternoon, Feb. 22, and will enjoy a time of planning and programming followed by a dinner together at the Crown Cafeteria. The Board is made up of Mr. Harold Ankeny, Mr. Bill Ashe, Mrs. Dorothy Baird, Mr. Richard Browning, Mr. Ken Dymmel, Mrs. June Eastwood, Mr. Al Elby, Mrs. Mary Gamy, Mr. John Kershaw and Mr. Bob Williams.

On Saturday evening at 7, the fathers of all the junior high boys will meet for an informal time of orientation and discussion regarding the growth and development of teenage boys. The discussion will be led by Supervisor Gary Westover and augmented with advice from the medical profession represented by Dr. Sky Aljian and the theological implications put forward by

Church Notes

Dr. Robert Schaper, pastor of the church.

On Tuesday evening, the entire Christian education leadership of the church will gather at Fellowship Hall for an audio-visual workshop led by Mr. Ken Dymmel of J-D Audio-Visual in Pasadena. Mr. Dymmel is co-chairman of the Christian Education Board and has set up an outstanding audio-visual system at Bethany.

Pastor Robert Schaper announces that he is continuing his series on I John at 11 this Sunday morning, with a message entitled "The Anal-Christ." The Sunday evening service, this coming Sunday, will be a continuation of his series, started earlier in the year, entitled "The Parables of Jesus." This series is designed to be followed up with discussion and questions at the Wednesday evening Bible study and prayer fellowship.

At the Youth Service last Sunday evening, Feb. 16, Mr. Judd Gordon, youth director of the church, spoke on the subject, "How Great Thou Art." The high school Chapel Choir and a girls' duet from the college Ambassador Class both presented special music. Other youths participated in the service. The Ambassadors, college age group, and the young adult Prospector Class spent last weekend at Pinecrest, near Lake Arrowhead. This was their annual Winter Conference in which they join together for a time of fellowship and inspiration, and about 60 young people participated in the three-day conference.

Bethany Church, located at 93 N. Baldwin in Sierra Madre, welcomes the community and friends of the congregation to attend the church at the regularly scheduled services. Sunday School begins on Sunday morning at 9:30 followed by a worship hour at 11. There are youth fellowship meetings at 6 p.m. for every age group, followed by an inspirational hour at 7. An adequately staffed and up-to-date nursery is provided for those who have need of this service. Further information about the church may be obtained by calling 355-1409.

Ascension Church Notes

Lenten activities scheduled at the Church of the Ascension are headed by classes in instruction for adults and children preparing for Confirmation. The Confirmation class for adults will be held Monday evenings at 8 in the 7th and 8th grade classroom; and the class for children will be held Sundays at 9:30 a.m. in the 5th and 6th grade classroom, following the 9 a.m. Mass. Both classes are to be given by the Rev. Harley G. Smith, Jr., rector.

Stations of the Cross and Benediction of the Blessed Sacrament will be held each Friday evening in the church at 7:30.

The Evening Study Group, under the leadership of the Rev. James H. Miller, will meet in the choir room each Monday evening at 7:45 to continue their discussion of "The Christian Person," based upon the text by the same title, written by the Rev. Arthur A. Vogel.

St. Teresa's Study Group will meet each Wednesday at 10 a.m. in the Parish Hall to discuss "Gift of Grace," also written by Fr. Vogel.

A light breakfast will be served for those attending the 9 a.m. Mass preceding the Study Group discussion. The Rev. Harley G. Smith, Jr., is in charge of St. Teresa's Study Group.

The Girls' Friendly Society will hold its annual Lenten Quiet Day at the Church of the Ascension Saturday, Feb. 22, from 10 a.m. until 3 p.m.

The Fifth Annual Youth Missionary Rally will be held at St. Paul's Cathedral, Los Angeles, on Saturday, Feb. 22.

The Rev. James G. Jones of St. Leonard's House in Chicago and John Chandler, National Youth Associate, will speak at the Rally to be held at the Cathedral and lead the five overnight Youth Missionary Conferences held at the Presbyterian Conference Center on "The Role of a Christian in an Urban Society."

The five overnight Youth Missionary Conferences will be held at the Presbyterian Conference Center, Pacific Palisades, on Feb. 22 to 27, inclusive.

Use the Classified Ads and turn Your Used Merchandise Into Cash

Brotherhood Week Observed Here

In observance of National Brotherhood Week, the spiritual leaders of the foothill Jewish Community and the Sierra Madre Congregational Church will exchange pulpits.

On Friday night, Feb. 21, at 8:15 p.m. Rev. George Lindsay will deliver the sermon at the Foothill Jewish Temple and Center, 212 N. Lima, Sierra Madre. Regular religious services will be conducted by Rabbi Martin Sofer. The liturgy will be chanted by Cantor Solomon Edelman, assisted by the Temple choir. At the Oneg Shabbat, the social get-together after the services, Mr. and Mrs. Barry Kustner will serve refreshments in honor of Suzanne's graduation from L. A. State College.

The following Sunday morning, Feb. 23, Rabbi Martin Sofer will deliver his sermon from the pulpit of the Sierra Madre Congregational Church at 170 W. Sierra Madre Blvd.

Call Cumberford or Gilbert 3-6181 for location of Store Nearest You

VON'S and Shopping Bag



Tomato Soup 10¢
Golden Corn 4¢
Carnation Milk 7¢
Fresh Butter 67¢
Potato Chips 39¢
Listerine Antiseptic 63¢

Dollar Values
Brandywine Sliced MUSHROOMS 4 oz. 3 FOR \$1
Snow's—15 Oz. Can CLAM CHOWDER 4 FOR \$1
Dole—New Low Cal FRUIT COCKTAIL 303 Can 4 FOR \$1
Gubor's—Swiss—Ass't. 3 Oz. CHOCOLATE BARS 4 FOR \$1
Apple Land—Fancy Graevenstein APPLE SAUCE 15 oz. Jar 5 FOR \$1
Cat Food—6 Oz. Can FRISKIES TREATS 10 FOR \$1

SPECIALS IN THE DELICATESSEN
SLICED AMERICAN Cheese 59¢
Creamy, Full Flavored
Canned Hams 3 LB. CAN \$2.99
Swiss Cheese 5 OZ. PACKAGE 49¢
Potato Salad FRESH FROM OUR OWN KITCHEN, 15 OZ. CUP 33¢

Liquor Features

Introductory Special! Exclusive at Von's & Shopping Bag

ROYAL VELVET

STRAIGHT KENTUCKY BOURBON—6 YRS. OLD \$4.19
96 Pr. Introductory Special—Save 40¢
VGC SCOTCH Imported 86 Pr. Save 40¢ \$4.39

Members of both congregations, as well as the general public, are cordially invited to attend these combined services and strengthen the bands of friendship.

Family Retreat At Pilgrim Pines

The local Congregational Church will have a family retreat for the whole church the weekend of Feb. 28 and 29, at Pilgrim Pines. Theme of the Retreat is "Living Our Religion in the Family." Features of the program will be discussions of Family Fun, Family Problems, and Family Worship.

Participants will leave the church at 7 o'clock Friday night by chartered bus, returning on Saturday night. Pilgrim Pines is the camp owned and operated by the Southern California Congregational Conference in Oak Glen, near Yucaipa, in the San Bernardino Mountains.

Announces Sunday Services

In observance of the second Sunday in Lent, the Rev. Armin Hesse will speak on "Without the Shedding of Blood" in the 10:30 Sunday morning worship service at Faith Lutheran Church, 845 Hastings Ranch Drive. This pulpit message will be the second in his Lenten series on "Five Cautious 'Withouts' of the Bible."

The Junior Choir, directed by Edgar Plischke, will sing J. S. Bach's "O Sacred Head Now Wounded." Meeting at 9:15, the Sunday school departments will study the Scriptural account of "Jesus and the Samaritan Woman."

In next Wednesday evening's 7:30 Lenten service, the Rev. G. Schramm of Emataus First Lutheran Church in Alhambra will speak on "Philip's Lenten Sermon to the Ethiopian." The Senior Choir will sing "Jesus, Grant Me This, I Pray," by Drummond Wolff.

Thursday, Feb. 20, 1964 SIERRA MADRE NEWS—7

Music Feature Of Lenten Service

The third of the Lenten will be in charge of the Devotional Series at the service. It will be built around the theme, "How We be held on Wednesday See Jesus in Music." The service, which is held night, March 25. The Rev. in Campbell Chapel, at the Karl Beilstein, minister of church, begins at 7:30 p.m. music of the local church, and runs for an hour.

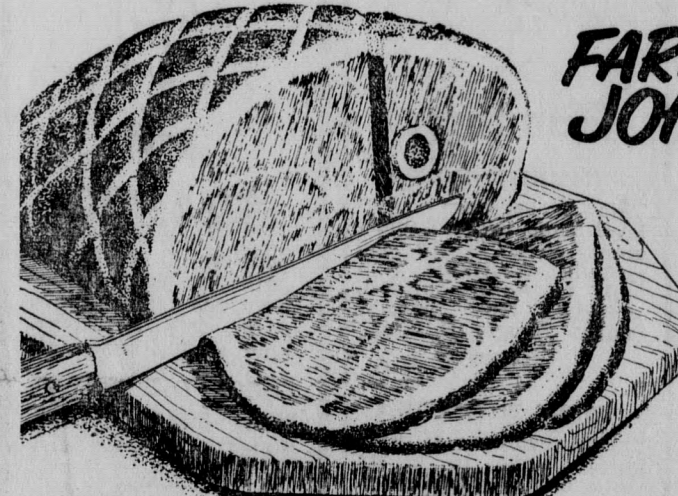
DON'T GET UP NIGHTS It takes just 30c and 12 hours to start relief — or your money back at any drug store. When functional kidney disorders cause getting up nights, scanty flow, burning, backache, leg pains, dizziness use easy-to-take DUKETS 4-day treatment. Acts fast to increase and regulate passage. NOW at HARTMAN PHARMACY 29 N. Baldwin EL 5-3311

NOW OPEN
48 VARIETIES TO CHOOSE FROM
PIZZA
129 W. SIERRA MADRE BLVD. SIERRA MADRE
FOR FASTER SERVICE PHONE AHEAD EL 6-1260

LAST CALL! VOTE... WIN PRIZES at the home of

Red Carpet Service!

TOMATO JUICE Libby's—Featured on KTTV, Channel 11 46 OZ. CAN 19¢ Save 12¢
CAMPBELL'S SOUPS Mix 'em or Match 'em 10 1/2 oz. Cans 8¢
C and H SUGAR Pure Hawaiian Cane Granulated 5 LB. BAG 55¢ Save 14¢



FARMER JOHN HAMS FULLY COOKED

Lean, Tender and Tasty... The Eastern-Most in Quality, The Western-Most in Flavor!
WHOLE HAM 14-16 Lbs. 47¢
BUTT PORTION 5-Lb. Avg. 47¢
FULL CUT SHANK HALF NO CENTER SLICES REMOVED 37¢/lb.

SAVE CASH ON PRIZE PRODUCE
CALAVO Avocados BUTTERY RIPE FUERTE VARIETY Extra Large Each 10¢

Farmer John Fully Cooked
TAVERN HAMS Boneless Whole or Half 89¢
Farmer John HAM SLICES Lean, Tender Center Cuts 98¢
Farmer John Skinless LINK SAUSAGE 1/2-lb. Pkg. 2 FOR 45¢
Farmer John Eastern Pork SAUSAGE ROLLS 1-lb. Roll 45¢

Choice Rib Steaks OR BONELESS FAMILY STEAK 77¢
Boneless Beef Roast CHOICE CHUCK 69¢
Fresh Ground Chuck EXTRA LEAN 59¢
Fresh Ground Round THE FINEST 69¢

Seafood Sea-lections LENTEN HEADQUARTERS FOR VALUE & VARIETY
OCEAN PERCH Fresh Fillets 59¢
HALIBUT FILLETS Hy. Wave 89¢
FRESH SHRIMP Medium Size 89¢
WESTERN OYSTERS 12-oz. Jar 69¢
In the Frozen Food Cases
4-Fishermen Fish Sticks 14-oz. Pkg. 63¢
4-Fishermen Fish Steaks 16-oz. Pkg. 43¢
Carnation Fillet of Sole 14-oz. Pkg. 69¢
Mrs. Friday's Shrimp 1 1/2-lb. Pkg. \$1.59

Von's Table King YOUNG HEN TURKEYS Grade A-Oven Ready 10-12 Lbs. 39¢/lb.
Armour Star Stuffed ROASTING CHICKENS Oven Ready 4 Lbs. Avg. Wt. 49¢

SCOTT TISSUE White or Colors 1000 SHEET ROLLS 10¢ Stock Up!
VIM TABLETS Fortified Detergent GIANT SIZE Incl. 10c OFF 49¢ Save 20¢
CREAM PIES Morton's—5 Varieties FROZEN 14 OZ. PIE 29¢ Save 10¢
GROUND COFFEE Maxwell House 1 LB. CAN... 59¢ Save 14¢
2 LB. CAN \$1.18

Prices Effective THU, FRI, SAT, SUN, FEB. 20-23 OPEN 9 A.M.—CLOSE 7 P.M. SAT. & SUN. At All VON'S Shopping Bag Markets... Service, Savings and... BLUE CHIP

Lather Once Shampoo KAT DAUMIT 5 1/2 OZ. 77¢
All Detergent CONSUMER 3 LB. BOX 79¢
Extra Fluffy All DETERGENT 3 LB. BOX 79¢
Kold-Kist Beef Steaks 2 OZ. PKG. 10¢
Heinz Baby Foods MEATS 2 FOR 53¢
Assorted Juices 4 FOR 45¢
Shrimp Creole GOLDEN SHORE FROZEN 8-oz. Pkg. 49¢
Cut-Rite Sandwich Bags TRANSPARENT WAXED BAGS, SO CONVENIENT FOR SANDWICHES AND LEFTOVERS. Economical, too! 75¢. Pkg. 2 FOR 37¢
Vista Cleaner Wax 16-oz. CAN \$1.05
Vista Miracle Mist SPRAY WAX 16-oz. CAN \$1.29
Vista Liquid Wax 16-oz. CAN \$1.49
Vista Wash & Wax 16-oz. CAN \$1.29

★ WEST ARCADIA 1407 Baldwin Ave.
★ ALTADENA 2408 Lincoln Ave.
★ SO. PASADENA 1616 State St. (East of Fair Oaks)
★ PASADENA 3841 E. Sierra Madre Blvd.

JUST ABOUT EVERYONE READS THE....



CLASSIFIED ADS



COPY DEADLINE 2 P.M. TUES.

Straight classified 45c a line, \$1.25 minimum; 3 times or more \$1.00 minimum. Classified display, \$1.15 an inch; monthly, \$1.05 an inch.

Phone
EL 5-3324



Thursday, Feb. 20, 1964

WORK WANTED

RELIABLE LADY to baby sit day or eve. Own trans. Call EL 5-6900. A-10-26H

E. A. GARCIA
Rubbish hauling and Tree Work
For service call EL 5-1716

Garden Service
BY GEORGE
Monthly Contracts
Own Tools
SY 2-1747

IRONING done in my home. Reasonable. 111 N. Sunny-side. EL 5-3779 A-11-1H

WANTED
Small Carpentry Jobs
Call Ray Johnson
642 N. Auburn
355-9307

RELIABLE lady desires babysitting evenings. Own trans. 355-0089 A-2-6H

WALLS AND WINDOWS
WASHED
FLOORS WAXED
HERMAN DAVIS
EL 5-7762
A-10-3H

HANDYMAN — light hauling, trim, painting, cement & brick work. Odds and ends. Reas. EL 5-6243 A-2-20

WANTED, general office work part time. Exp. 355-0013 A-2-20-3-4

EXPERIENCED housecleaner or ironer. References. 567-5589. A-2-20

HELP WANTED

BABY SITTERS WANTED
mature, w/own trans. for S.M. and Hastings area.
Hourly... weekends
Vacations
Minimum guaranteed
Call 447-6200 for Appt. or Apply

KIDDY KARE AGENCY
5844 Alessandro
Temple City
B-1-30H

WOMAN who enjoys children for babysitting or sitting plus light housework. EL 5-8358 B-2-20

CLEANING lady wanted 1 day wk. Hast. area. Must enjoy children, be honest, thorough, reliable. EL 6-1277. B-2-20

Highest Earnings!
...on record for "Avon Calling." Coast to coast favorite sells itself! Inquire today.
SY 3-6044 or HI 6-5788 B-2-20

FOR SALE — MISCELLANEOUS

FACTORY SECONDS—Pickled melon rind, preserves, olives. Ward's Factory, 273 E. Highland. No deliveries.

SCRATCH PADS
2 for 17¢
News Office

BUILDING

THIS WEEK'S SPECIAL
STARTS FEB. 24
90 lb.
ROLL ROOFING
Slate Surface
Grey — Green — Red
\$3.45
Roll
Open All Day Saturday

MYRTLE AVE. LUMBER Co.
1525 SOUTH MYRTLE AVE.
Monrovia
Phone EL 8-1851

MISCELLANEOUS — FOR SALE

KEEP carpet cleaning problems small — use Blue Lustre wall to wall. Rent electric shampooer \$1. Arnold's Hardware. E-2-20

BACKYARD SALE
Sat., Feb. 22
421 Crestvale Dr. (S.M.)
MISC. ITEMS
Furniture, dishes, books, clothing, etc.

FOR RENT

Wait!
Don't rent an apartment until you have seen the Townhouse — 170 E. Highland at Mt. Trail. Finest quality — 1 & 2 bdrms. Unfurn. (one, bedroom furn.) with rich nylon carpet, linen drapes, pvt. patio. All Medallion blt-in. kitchen, real soundproofing and private from \$120 & \$135. Stop by today. (You'll be glad you did!)

2 BDRM. cottage in court, 4 rm. apt. w/refrig. and stove. \$80. EL 5-0097 D-2-13H

UNFURN. 1 bdrm. apt. excellent Bld. location. W/ w cpts., pvt. patio, drapes, gar. disp., blt-ins, refrig., f/rplc., Air/C. \$110. Util. pd. 390 W. Sierra Madre Blvd. EL 5-7047 EL 5-7023 D-12-12H

2 BDRM. UNFURN. APT. 95 E. Laurel Ave. 355-6992 D-2-20H

2 BDRM. apt. Air cond. Blt-ins. 1 child O.K. Close in. Eves. EL 5-0978 D-2-20-3-4

UNFURN. 2 bdrm. studio apt. New bldg. Child O.K. \$115. 187 N. Mountain Tr. AT 2-3762 D: 2-20-3-4

NEW, unfurn. apt. 2 bdrm. Children welcome. EL 5-3164 D: 2-20

AVAILABLE March 11. 1 bdrm. clean house, adults, f/plc., scr. porch, garage, wtr. pd. close in. HI 6-5486 D: 2-20-3-4

MODERN, one bdrm., duplex, unfurn. \$75 m.o. Quiet. Pvt. patio. 136 W. Highland. EL 5-6388 D: 2-6H

\$110 — 2 bdrm. delux carpets, drapes, range, air conditioner, quiet, close to town. No pets. EL 5-1381 D: 2-6-13H

LARGE DELUXE APT.
2 bdrms, 1 bath, built-ins w/w carpets, drapes, air cond. lge. heated pool, close to town, quiet, serene atmosphere.

32 Esperanza
EL 6-1120
1 Mo. free rent with lease

\$55. Garage apt. 1 bdrm. water, gas pd. 190 Santa Anita Court. SY 4-2805 D: 2-13

DELUXE furn. 1-bdrm. apt. All elec., air cond. \$130. "Laurel View" 80 E. Laurel. EL 5-8248 after 5 p.m. D: 7-18H

NEW delux unfurn. 1-bdrm. apt. Cpts., drapes, stove, refrig., A/cond., swim pool. 469 W. Sierra Madre Blvd. EL 5-6181 D: 10-3H

DELUXE unfurn. 2-bdrm. All elec., air cond., drapes, cpts., \$130. "Laurel View" 80 E. Laurel. EL 5-8248 after 5 p.m. D: 7-18H

CHOICE unfurn. 2-B.R. apt. 3 compartment ba., pvt. deck, etc. Adults. 451 N. Baldwin SY 4-2805 D: 9-26H

UNFURN. or Furn. 1 bdrm. apt., util. pd. \$90. 225 N. Lima Apt. 3. EL 5-9762 D: 1-9H

ROOM, BOARD

RESPONSIBLE lady wants 1 bdrm. apt. or cottage unfurn. \$75 mo. Close in. Call 447-6573 Mon. thru Fri. days. H: 2-20-2-27

TUTORING

Private Tutoring
SPANISH
qualified tutor
my home
355-3193

TRUST DEEDS

1ST & 2ND REAL ESTATE LOANS
WE BUY TRUST DEEDS
So. Calif. Trust Deeds
HI 6-4423 MU 1-9058

FOR SALE — REAL ESTATE

*** HASTINGS RANCH ***
3840 Fairmeade — \$42,500
Modern 4 bdrm., 3 ba., den, liv. rm. open to lge. patio. Kitch. w/blt-ins.

*** FIRST OFFERING ***
Modern pas. Rivera, 3 br., 1 1/2 ba. fam. rm., w/ slate flr. Beautiful cpts. Professional decor and landscaped. Pool & view

*** First Showing ***
Upper Hastings — 3 bedroom, ba. & 1/2. Sep. brkfst. rm., lovely drapes, Air Cond. Priced lowest in area. A steal at \$24,500.

Clara Clark
795-3225 Res. SY 3-8859

Flamingo
ENCHANTED FOREST
This 2 Bedroom split-level home, nestled under giant oaks, is in top move-in condition. Well built for solid comfort, secluded for privacy. Double garage. Submit.

\$14,500

WALK TO TOWN
This 3 Bedroom 2 bath family home is a top value on today's market. Long Living Room w/ beautiful stone fireplace, Natural Wood kitchen w/ built-ins, big bedrooms, and modern gleaming baths. Quiet location — but a skip from shops and bus. Submit.

\$20,500

4 BR & FAMILY ROOM
Near completion, this custom Contemporary home offers central entry hall, formal Living Room, big Family Room opening onto Medallion kitchen with all built-ins, 4 lovely Bedrooms w/exc storage, 2 fireplaces, 2 1/2 baths. W/w carpet. All new homes area.

\$34,500

FLAMINGO PROPERTIES
EL 5-8045
496 W. SIERRA MADRE BLVD.

3 Offices To Serve You
SIERRA MADRE ARCADIA DUARTE

CHALLENGES COMPARISON
A beautiful gorgeous home, lge. living room (18x35) 14 ft. ceilings with picture window looking over park-like yard and pool (18x38', filtered). Gorgeous Mt. view. 3-bdrms., 1 1/4 bath, Thermador blt-ins, cpts. and drapes. Over 2000 sq. ft. living area on a street of beautiful homes. \$43,900. Submit down.

ALSO
Xint 3-bdrm. home with large used brick fireplace, 1 1/4 bath. 10% down \$29,900. S.E. Sierra Madre area.

YEATS
449-4500
REALTORS
MULTIPLE LISTINGS
355-2765

Barney Yunc
SY 58-058

Smart Investment

Buy 9 delux units bringing in \$15,500 a year — master unit has 2 bdrms, 2 baths. Full price \$115,000. \$25,000 dn. or your home in trade!

Barney Yunc
SY 58-058

NEW 3-BDRM. RANCH OPEN

SATURDAY & SUNDAY, FEB. 15-16
600 W. Fairview (cor. Sunnyside)
Featuring family room, 1 1/4 bath, ceramic tile galore. Electric O. and R., Waste King dishwasher, Ash cabinets, "Lees" Star carpeting. Landscaping and fencing included.

\$32,900
Call Now EL 5-3713
WALT RICHTER

TAX SERVICE

INCOME TAX ANYTIME
AT YOUR HOME OR OUR OFFICE
3816 E. Foothill Bvd
Pasadena
(opposite Sears)
449-4948
SY 5-8058

INCOME TAX

• Office open all year
• Reasonable Fees
• Home or office
• Open Mon. - Sat.
10 a.m. - 9 p.m.
• Sun. by appt.

VALLEY Tax Service
3rd Year — Pasadena
3649 E. Colorado Blvd.
(1 blk. W. of Rosemead)
449-4724
Also
468 E. Orange Grove
SY 5-9259

Clara Clark
795-3225 Res. SY 3-8859

FOR SALE — REAL ESTATE

7 BEDROOMS
Charming older 2 story exec. - type home. Lge. kitchen w/dishwasher, garage disp. Full formal dr. Lge. l.r. w/stone fireplace. Intercom. 2 new baths, 1/2 bath, den, workshop in basmt, plmbg, wiring, furnace in top cond. New roof. Sewers in and pd. \$55,200 lot. Huge, delux separate workshop w/intercom. 1/2 bath. Plus 4 rm. aptmnt. with \$75 month income. Sprinklers and outdoor lighting everywhere.

ONLY \$42,500 and worth it

4 BD. RM. FAM. RM. POOL
Lovely 3 yr. old ranch. All blt-ins. New carpets, delux fenced pool. Fantastic view.

\$42,500

OWNER TRANSFERRED
Lovely young modern. 1800 sq. ft. Formal l.r. w/ marble firepl. W/w carpets, custom draperies, 3 br., 2 baths, lge. family rm. w/view. Newer, quiet area, located on cul de sac.

Only \$37,500

RUSTIC RANCH
3 Br., 2 baths, 2 fireplaces, blt-in kitchen, fam. rm., screened in lanai. H and f. pool.

\$37,500

MODERN 3 BR. 2 BA.
7 years old, beautiful birch kitchen. Screened in tropical lanai.

\$25,500

3 BDRM., 2 BATH
Needs decorating. 50x190 lot. Choice area.

\$22,500

RETIRED?
Darling 2 bdrm., fam. rm., fireplace, new carpets. Close to everything.

\$19,500

Call **ELEANOR POWELL**

Yeats Co.
449-4500 355-0934

FOR BETTER HOME BUYS SEE REALTERIA

GORGEOUS MT. & VALLEY VIEW FROM EVERY WINDOW!
Unique 3 bdrm., 3 ba., dining (near completion) lovely blt-ins. Includes dishwasher, W/w carpets, drapes. Small pvt., easy care mountain lot — 3 car garage! \$32,500

JUST LISTED!
Charming, quality blt. apt. house (4 yrs. young) 8 lovely spacious units. 2 bdrm. plus den plus 2 ba. 1250 sq. ft. (2 units). Lovely pool, patio, close in. 17% net on approx. \$14,000 gross. \$10,000. \$25,000 down.

NEW ON MARKET
Nicely built, older 2 bdrm., dining, drapes, floor furnace, newly painted kitch. & bath. Drive by 155 San Gabriel Court. Priced to sell at \$16,500. Approx. \$2,000 down.

GORGEOUS R-3 LOT
Call for price and appt. to see! First offering on valley-view building sites, 1/3 to 1/2 acre. 2,000 sq. ft. building restriction — HURRY! Call for appt. to see these lovely lots!

HIDEAWAY
Among lovely trees in excell. area of canyon (could reach from Canyon Crest) immaculate 6 rm. beautifully furnished with w/w carpeting and drapes. Workshop under house. A few steps away to parking but has everything else and what a buy at \$13,500! Approx. \$3,500 down — \$95 mo.

LA LONE REALTY
356-1493
EL 5-9929 (24 hr.)
320 W. Sierra Madre Blvd.

FOR SALE — REAL ESTATE

7 BEDROOMS
Charming older 2 story exec. - type home. Lge. kitchen w/dishwasher, garage disp. Full formal dr. Lge. l.r. w/stone fireplace. Intercom. 2 new baths, 1/2 bath, den, workshop in basmt, plmbg, wiring, furnace in top cond. New roof. Sewers in and pd. \$55,200 lot. Huge, delux separate workshop w/intercom. 1/2 bath. Plus 4 rm. aptmnt. with \$75 month income. Sprinklers and outdoor lighting everywhere.

ONLY \$42,500 and worth it

4 BD. RM. FAM. RM. POOL
Lovely 3 yr. old ranch. All blt-ins. New carpets, delux fenced pool. Fantastic view.

\$42,500

OWNER TRANSFERRED
Lovely young modern. 1800 sq. ft. Formal l.r. w/ marble firepl. W/w carpets, custom draperies, 3 br., 2 baths, lge. family rm. w/view. Newer, quiet area, located on cul de sac.

Only \$37,500

RUSTIC RANCH
3 Br., 2 baths, 2 fireplaces, blt-in kitchen, fam. rm., screened in lanai. H and f. pool.

\$37,500

MODERN 3 BR. 2 BA.
7 years old, beautiful birch kitchen. Screened in tropical lanai.

\$25,500

3 BDRM., 2 BATH
Needs decorating. 50x190 lot. Choice area.

\$22,500

RETIRED?
Darling 2 bdrm., fam. rm., fireplace, new carpets. Close to everything.

\$19,500

Call **ELEANOR POWELL**

Yeats Co.
449-4500 355-0934

FOR BETTER HOME BUYS SEE REALTERIA

GORGEOUS MT. & VALLEY VIEW FROM EVERY WINDOW!
Unique 3 bdrm., 3 ba., dining (near completion) lovely blt-ins. Includes dishwasher, W/w carpets, drapes. Small pvt., easy care mountain lot — 3 car garage! \$32,500

JUST LISTED!
Charming, quality blt. apt. house (4 yrs. young) 8 lovely spacious units. 2 bdrm. plus den plus 2 ba. 1250 sq. ft. (2 units). Lovely pool, patio, close in. 17% net on approx. \$14,000 gross. \$10,000. \$25,000 down.

NEW ON MARKET
Nicely built, older 2 bdrm., dining, drapes, floor furnace, newly painted kitch. & bath. Drive by 155 San Gabriel Court. Priced to sell at \$16,500. Approx. \$2,000 down.

GORGEOUS R-3 LOT
Call for price and appt. to see! First offering on valley-view building sites, 1/3 to 1/2 acre. 2,000 sq. ft. building restriction — HURRY! Call for appt. to see these lovely lots!

HIDEAWAY
Among lovely trees in excell. area of canyon (could reach from Canyon Crest) immaculate 6 rm. beautifully furnished with w/w carpeting and drapes. Workshop under house. A few steps away to parking but has everything else and what a buy at \$13,500! Approx. \$3,500 down — \$95 mo.

LA LONE REALTY
356-1493
EL 5-9929 (24 hr.)
320 W. Sierra Madre Blvd.

MISCELLANEOUS

FOR BETTER HOME BUYS SEE REALTERIA

HOME WITH LOTS OF ROOM
Looking for extra rooms? See this delightful home on wide lot. Stucco with shutters. 2 nice bedrooms and den usable as 3rd bedroom. Separate guest room with 1/2 bath plus large office usable as 5th bedroom. Cheery screened lanai overlooking double patio. W/w carpeting & drapes — fireplace — Hardwood floors.

Asking \$26,500

TOP LOCATION
Mt. View, very attractive, 5-rm. home, wood shingle roof, plus basement rumpus room with 1/2 bath, fireplace, 220 wiring, must see to appreciate. Asking \$23,500.

CHALET WITH VIEW
Adorable 2-bedroom with carpeted living room, dinette, attractive kitchen, new vinyl tile, drapes, stove and refrig., patio, small fenced yard, plus basement room. \$16,000 unfurnished or with all furniture \$17,500.

HILLTOP ABOVE CANYON
Bachelor paradise, unique stucco and frame brick trim. 1 bdrm., lge. hobby rm. Tile kitch. and bath. Mahogany paneled liv. rm. Double garage, landscaped, fenced rear yard. Special at \$15,500. \$1,600 down — \$100 per month.

3 BDRM. & 2 BDRM. — 1 LOT
Home and income. Close in, very desirable, fenced yard, both houses on street. A real buy at \$23,950

John H. Curtis, Realtor
304 West Sierra Madre Blvd.
EL 5-3433 Evenings EL 5-0996

MISCELLANEOUS

FOR BETTER HOME BUYS SEE REALTERIA

HOME WITH LOTS OF ROOM
Looking for extra rooms? See this delightful home on wide lot. Stucco with shutters. 2 nice bedrooms and den usable as 3rd bedroom. Separate guest room with 1/2 bath plus large office usable as 5th bedroom. Cheery screened lanai overlooking double patio. W/w carpeting & drapes — fireplace — Hardwood floors.

Asking \$26,500

TOP LOCATION
Mt. View, very attractive, 5-rm. home, wood shingle roof, plus basement rumpus room with 1/2 bath, fireplace, 220 wiring, must see to appreciate. Asking \$23,500.

CHALET WITH VIEW
Adorable 2-bedroom with carpeted living room, dinette, attractive kitchen, new vinyl tile, drapes, stove and refrig., patio, small fenced yard, plus basement room. \$16,000 unfurnished or with all furniture \$17,500.

HILLTOP ABOVE CANYON
Bachelor paradise, unique stucco and frame brick trim. 1 bdrm., lge. hobby rm. Tile kitch. and bath. Mahogany paneled liv. rm. Double garage, landscaped, fenced rear yard. Special at \$15,500. \$1,600 down — \$100 per month.

3 BDRM. & 2 BDRM. — 1 LOT
Home and income. Close in, very desirable, fenced yard, both houses on street. A real buy at \$23,950

John H. Curtis, Realtor
304 West Sierra Madre Blvd.
EL 5-3433 Evenings EL 5-0996

MISCELLANEOUS

FOR BETTER HOME BUYS SEE REALTERIA

HOME WITH LOTS OF ROOM
Looking for extra rooms? See this delightful home on wide lot. Stucco with shutters. 2 nice bedrooms and den usable as 3rd bedroom. Separate guest room with 1/2 bath plus large office usable as 5th bedroom. Cheery screened lanai overlooking double patio. W/w carpeting & drapes — fireplace — Hardwood floors.

Asking \$26,500

TOP LOCATION
Mt. View, very attractive, 5-rm. home, wood shingle roof, plus basement rumpus room with 1/2 bath, fireplace, 220 wiring, must see to appreciate. Asking \$23,500.

CHALET WITH VIEW
Adorable 2-bedroom with carpeted living room, dinette, attractive kitchen, new vinyl tile, drapes, stove and refrig., patio, small fenced yard, plus basement room. \$16,000 unfurnished or with all furniture \$17,500.

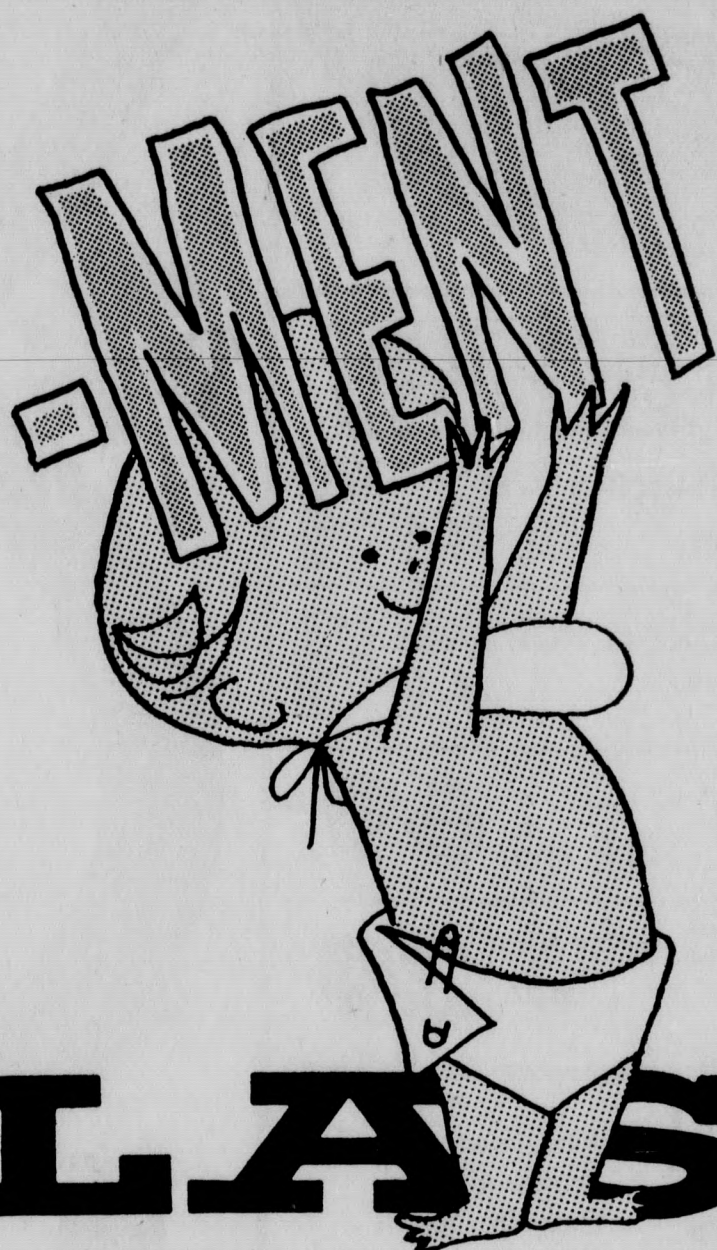
FOR SALE — REAL ESTATE

BUILD your own CABIN
Sierra Madre Canyon. I have vacant lot for sale. Make offer. EL 5-1278 C-2-13

QUIET STREET CLOSE IN
2 bdrms., den, dining room plus knotty pine room attached to 2 car garage for office, studio, or play room. Fireplace, w/w carp. Well landscaped, fenced lot 20x160 full grown trees, Mt. view. Privacy.

\$2

ENTERTAIN



1st CLASS

There's More To See On CABLE TV

HAVE YOUR HOME READY
SIGN THE APPLICATION TODAY
at
38 NORTH BALDWIN

No Immediate Money Needed!

OFFICE HOURS DAILY
8 A.M. TILL 5 P.M.
SATURDAYS -- 8 A.M. TILL 12 NOON

Applications Available after these hours at
SIERRA MADRE NEWS OFFICE
9 Kersting Court

6 A.M. TO 8 A.M. — 5 P.M. TO 6 P.M.
SATURDAYS TILL 2 P.M.

YOUR YOUNGEST FORM OF HOME ENTERTAINMENT IS TELEVISION

and the best possible television reception in problem areas is brought to your home over Cable TV. For as little as 19½¢ a day you can enjoy entertainment at it's best.

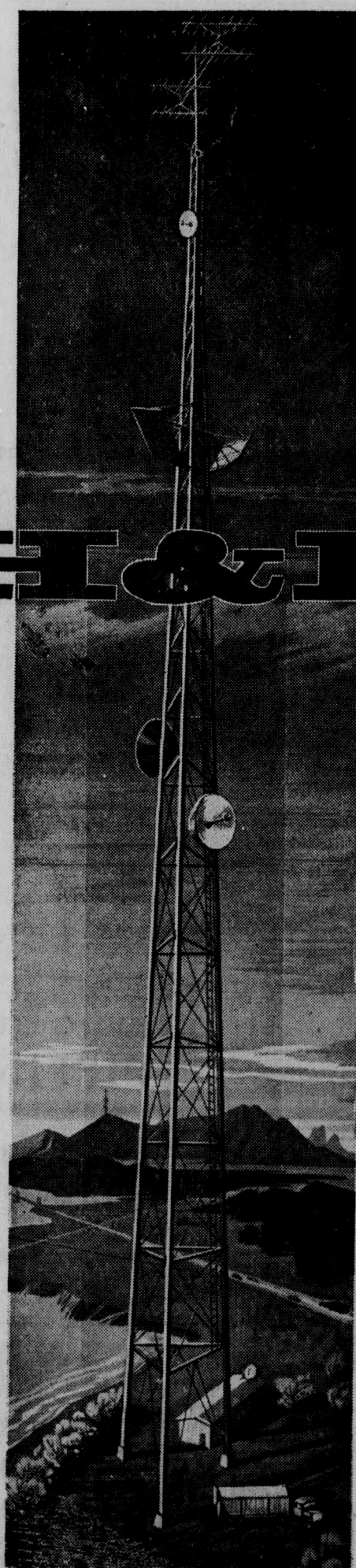
If you have an FM radio, we know you'll thrill to the quality of static-free music that can be yours with a cable hook-up.

A connection to the cable costs only \$16.95 and the monthly charge is just \$5.95. Don't let that expensive TV set sit there and only work on a few channels. Put it to work on the cable and step up your home entertainment by

Seeing More In '64

H&B

AMERICAN CORPORATION



Foothill TV Cable Co.

38 North Baldwin Ave.
356-1702

IT'S YOUR LUCKY DAY!

When You
Shop at . . .

"Large Enough
To Serve You
Small Enough
To Know
You"



Roberts Market
HOME OF THE GREEN FROG
ON THE CORNER ON THE SQUARE
SIERRA MADRE

Prices Effective
Feb. 19 - 22

OPEN SAT., FEB. 22 -- WASHINGTON'S BIRTHDAY

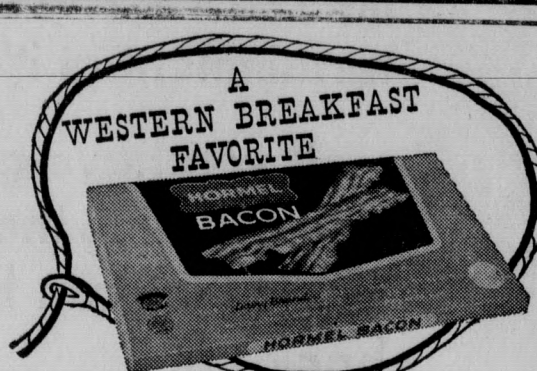


NEW!

World's first
registered ham
Hormel Cure 81—a
boneless, smoked ham
so nearly perfect each
one is individually
registered.

Whole or
Half

\$1.19
LB.



Hormel's Black Label

Lean Sliced
BACON **53**¢
lb.

FRESH - TRIMMED
**BEEF
TONGUES**

39¢
lb.

LEAN FRESH
**GROUND
CHUCK** **59**¢
lb.

CENTER
CUT
BONELESS

**SWORD FISH
STEAK**

79¢
lb.

FANCY RED
**SALMON
STEAK**

99¢
lb.

ALASKAN
**KING CRAB
MEAT**

\$1.89
LB.

TASTY
FOODS
FOR **LENTEN** MENUS

Nabisco Ideal Chocolate
**PEANUT
BARS**

10½-OZ.
PKG.

39¢

Wilderness
**CHERRY PIE
FILLING**

FOR 8
INCH PIE

39¢

The Original Mix
**APPIAN WAY
PIZZA**

(Cheese - - - 39¢)

29¢

Duncan Hines
**BUTTERMILK
PANCAKE MIX**

2-LB.
PKG.

35¢

DOG-E-STU
FOR PETS

14½-OZ.
CAN

6 89¢
FOR

NEW SPECIAL BLEND
**IMPERIAL
MARGARINE**

LB.
CTN.

3 100¢
FOR



**Birds Eye Mixed Fruit
With Syrup**

12-OZ.
PKG.

3 1¢
FOR

Oh Boy! Baked Potatoes
Cheese or Chives
Pkg. of 2

4 1¢
FOR

Johnston's
CHERRY PIE

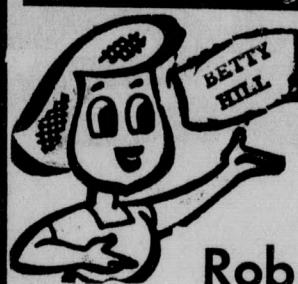
9
INCH

69¢

Morton's Casserole
Macaroni and
Cheese

20-OZ.
DISH

39¢



Fine Foods
Prepared Fresh
Daily In Our
Own Kitchen . . .

Roberts Homemade
Mandarin & Cottage
Cheese Salad

LB.
CUP

45¢

Leo's Sliced Meats
Beef - Spicy Beef -
Corned Beef - Ham

3-OZ.
PKG.

3 1¢
FOR

Kraft Sliced Cheese
American - Swiss
Pimento - Cheez 'N Bacon

8-OZ. PKG.

3 1¢
FOR

**FRUITS and
VEGETABLES**
THE FIRST-OF-SPRING

Small Select
RUSSET POTATOES

8-LB.
CELLO

39¢

Firm Crisp
GREEN CABBAGE

5¢
lb.

Extra Fancy Newtown
PIPPIN APPLES

2 lbs.

29¢

Fresh Crisp
MARSHBURN CARROTS

1 LB.
SACK

2 19¢
FOR

CATSUP

14-OZ.
BOTTLES

19¢

Spirit of Norway
Cross Pack
SARDINES

3½-OZ.
TIN

2 35¢
FOR



Grade A
Broad Breasted
HEN TURKEY

49¢
lb.

10-16 lb. avg.

**GREEN GIANT
Cream Style
CORN**

17-oz. can

6 1¢
FOR

**LIBBY'S
Gravenstein
APPLE SAUCE**

lb. can

5 1¢
FOR

SW
Chunk Light
TUNA

Flat Can

4 1¢
FOR

**Franco -
American
SPAGHETTI**

15¼-oz. can

8 1¢
FOR

Editorially Speaking....

"He that followeth after righteousness and mercy findeth life, righteousness, and honour."—Proverbs 21:21.

Civil Rights!

Opponents of the Civil Rights bill have been charged with seeing hobgoblins, of saying there are provisions in the bill that would far outreach the actuality.

The opponents deny this. They say the bill is every bit as radical as they claim. They say, if passed, it will destroy the republic.

What are the facts? Those who oppose the bill make their case, in part, by pointing to three elements of the bill.

The first is Section 711-B which, they say, would permit the President to do practically anything he chooses to enforce the bill's provisions. And, truth to tell, a reading of that section seems to bear them out. It says: "The President is authorized to take such action as may be appropriate to prevent the committing or continuing of an unlawful employment practice..."

To make the second step of their case, the opponents point to Section 602. It says: "Each Federal department and agency which is empowered to extend Federal financial assistance to any program or activity, by way of grant, contract or loan, shall take action to effectuate" the provisions of the bill.

Therefore, their argument runs, in that the total Federal budget is spent through Federal departments or agencies by way of "grant, contract, or loan", it appears the total Federal budget would be at the President's disposal to enforce the act's provisions.

The final step deals with the substance of the bill. In broad terms, the Civil Rights bill seeks to make "discrimination" unlawful.

To recap, then, under the language of the Civil Rights bill, the President would have the authority to use the Federal budget in any way he thinks "appropriate" to abolish "discrimination."

But what is "discrimination"? As the bill's opponents point out, that word is not defined. The bill does define such words as "person" and "employer" and such phrases as "employment agency" and "labor organization," but nowhere in the bill is the word "discrimination" given a definition. Nor the word "religion" defined, nor "race."

The opponents of the bill say this cannot be an oversight; no serious draughtsman would fail to define key words. Nor is it without significance. Quite to the contrary. They say that without these definitions, the bill is wide open, that each Federal department and agency will be left to decide for itself what is and what is not "discrimination," and what constitutes "race" and what constitutes "religion." In short, their personal interpretation.

And thus the bill would transform the country from one of laws, (a republic), to one of men (a dictatorship).

So, it seems the opponent's case is solid. For whatever a person may think of race relations in the South, the effects of this bill are not confined to the area south of the Mason-Dixon but are equally applicable throughout the nation. It follows, then, while the mental picture we hold of discrimination may apply only to race relations elsewhere, the force of this bill actually will apply in our backyard, to our jobs, as well. And what may be "discrimination" in our mind, today, may very well be something else again, tomorrow, when it reaches us.

You can't write good law without definitions. But you can grant dictatorial power that way.

A Grim Struggle

"Your Taxes," which is a publication of the Oregon Tax Research organization, recently described, in terse and accurate fashion, one of the great conflicts of this time: "Taxpayers are in a grim struggle to increase the level of spendable income and to find means of retaining more of their income for their own purposes. Governments are in the same struggle and seek to increase the level of spendable income by increasing taxes."

"It is at this point that the desires of government come into severe and increasing conflict with the desires of the taxpayers and the result is a mounting tide of resentment against the expansion of government..."

This sounds like the problem of the irresistible force confronted with the immovable object. But there is hope that the force, as represented by the taxpayers at large, is gaining in influence and cohesion. To quote "Your Taxes" again, "... it is apparent that taxation is now a matter of keen personal interest to an increasing number of voters." The forces that demand economical government and the restriction of government to those matters for which it was intended and which only it can perform, can be expected to burgeon.

Norwalk, Conn., Hour: "Automation has been called many things, from the prime mover of civilization to job scourge, but a University of Pennsylvania professor has added another euphemism to its collection. It is, says Dr. James Charlesworth, a generator of barren boredom. Perhaps utopia has indeed arrived when political scientists fret over the effects of too much leisure on the public, but the fact remains Americans and members of other advanced societies have given the appearance in recent years of children lost in a department store toy department."

Riverton, Wyo., Ranger: "It shouldn't take the sacrifice of a President to jolt people out of slovenly ways. But since the President has been slain, let us hope that the decay has been purged from the soul of America and that the new national resolve to do better will be long-lived."

Sierra Madre News

Published every Thursday at 9 Kersting Court, Sierra Madre, California, Los Angeles County, Post Office Box 37, Telephone ELgin 5-3234 or 5-3235.
The Sierra Madre News, Official Newspaper of the City of Sierra Madre is declared a Newspaper of General Circulation for the publication of legal notices, as defined by Section 4460 of the Political Code of the State of California, in the Superior Court of Los Angeles County August 19, 1938. Adjudication Decree Number, 404,764.
A First Class Newspaper entered as Second Class Matter at Sierra Madre Post Office October 2, 1960, under Act of Congress of March 3rd, 1879.

R. Robert Evans } Editors and Publishers
Peggy L. Evans }

Jody Beavers Classified Advertising Manager
Frederic Schweppe Plant Superintendent
George Maurer Typesetting Foreman

NOTES—The opinions expressed in credited columns of the Sierra Madre News are those of the writers and do not necessarily represent those of the News.

Letters addressed to the editor of the News are welcome, however, they must be signed with correct name of the writer. The writer's name will be withheld if requested. Individuals may feel free to express their ideas insofar as they remain within the bounds of propriety, however, letters attacking individuals or personalities will not be published.

Subscription Rates: In Los Angeles County — \$5.00 per year. Elsewhere in the United States \$5.50 per year. Foreign Countries, Air Mail, Second Class, priced upon Application. 10 cents per single copy.



FREEDOM

At Any Price

By H. V. Witty

Squeezed between volumes of poorly written, twisted presentations of modern day journalism, occasionally one finds isolated clusters of absolute wisdom. Final victory over Communism and its trusting sibling, Socialism, necessitates a thorough and lasting understanding of these unchangeable truisms. Victory over confusion must constitute the honing stone so necessary to sharpen our mental capacities to a point capable of piercing the black heart of liberalistic propaganda. A challenge has been hurled in the form of a Latin statement of opposition: Status Quo vs. Potentia Qua. It has fallen to the astute analytical mind of E. Merrill Root to give us the clarification in terms of absolute wisdom:

"The chief 'liberal' charge against the 'conservative' is that he always 'upholds the status quo'. This is a crooked idiom that leads one into a whirligig journey by the lane of Round About to the land of Nobody's Home. It is easy to prove this."

"... Today in America the 'liberal' Establishment, our contemporary crooked orthodoxy, is the status quo. Do I, as a conservative, accept the status quo? — the centralized control over the once free states; the stuffy bureaucracy hunkered down in Foggy Bottom (State Department); the pampering of our enemies from Tito to Castro to Lumumba, the penalizing of our friends from Mihailovitch to Chiang Kai-shek to Syngman Rhee to Trujillo to Tshombe; the bread and circuses (always at the hands of Caesar) as the only need and 'right' of man; the glandular disease of the budget, leading to pathological gigantism; the extortions that make tax slaves of us all; the universal compulsion that turns men into devolution toward the hive and the heap? As a conservative I reject this status quo with every inch and ounce of my being!"

"... The conservative is not concerned with preserving either the wax candles and gas lamps of yesterday or the neon lights of today, but he is concerned in preserving the light which they both exist to serve. He accepts or rejects the old-fashioned torch or the new-fangled Mazda in terms of their uses, but he always accepts — as an absolute value — light."

"It is your relativist, your modernist who upholds the latest status quo of time. Naturally! For he sees no absolute value, outside and above time, and so a thing's position on the time-line is the only criterion he knows. To the liberal anything is 'bad' if it turns the clock back — say to 1776; and anything is 'good' if it turns the clock forward — say to 1984. The conservative, however, knows that you turn clocks forward when they are slow, and backward when they are fast, your resign being to see that all clocks keep sidereal time."

"Here we touch the tap root of the matter. The true opposite of 'status quo' is a phrase which we do not yet have, but which we need. Latin must give us the new and needed phrase. The opposite of status quo (the state in which things stand) is potentia qua (the power from which things flow). The conservative, then, is the man who distrusts every status quo because he trusts the potentia qua."

"To the conservative... the basis of all things is the changeless power from which all changes flow: the fountain and source, the Alpha and Omega, the eternal I Am, the vine in which the branches live. Because that potentia qua is changeless, every status quo rooted in it can fruitfully change. From it stream the successive seasons — seed-time and harvest, youth and age, the Spring that vanishes (and returns) with the rose... In it stands the absolute and eternal truth that never changes, but that must be struck again and again like a bell that fades and rings again. The conservative possesses that truth because he alone dwells in the potentia qua which is its home."

"Therefore the conservative is the realist. He inhabits the Vine, not the branches; so he is not deceived by the fads and fashions and manias, the 'social norms' and the 'group adjustments' so dear to the fussy Puritans of the National Educational Association, the compromises of the politicians, the ukases of the Commissioners for the Suppression of Wild Flowers."

"As a realist, the conservative knows many things of which today the world is ignorant. He knows that the only way a child can be born is that the mother, whether Calpurnia, the mother of Caesar, or Mary, the mother of Christ, shall carry the child nine months under her heart... He knows that, if you would bake bread, you must sow and reap and grind — and light the fire. He knows that the living will of the acorn causes it to grow into an oak and not a sponge."

"This leads to the metaphysics of conservatism. The 'liberal' is always by nature a surface man; the conservative by nature is always a center man. The 'liberal' always clutches the flower but ignores the root; the conservative reverences the root and so possesses flower after flower. For things thrive on the surface only if they abide in the center."

"... The great war that fractures the world today is not chiefly about surface things — politics, economics, etc. — but about center things — religion, metaphysics, philosophy. The great war is between the surface men who destroy all surfaces because they deny all centers, and the center men who conserve all the good of the surface because they cherish the center. It is the war of the static brittle surface men with the dynamic fluid center men."

"The roots of conservatism... They grow into the absolute, the eternal, where two plus two are always four; where as man sows, so shall he reap... Red can never be hoaxed into green by 'liberal' whim, green can never be coerced into yellow by Robespierre or Mao Tse-tung."

"... Today the sons of Lucifer and the wrecked Angels... gather to march on God... With them march the 'planners,' the 'humanists,' the children of 1984, the fanatics who hate Nature and God, the Surface men who lust to destroy the center. The war that once fractured Heaven now fractures earth; in that war that can be no co-existence, no neutrality... For it is the war of cosmos with chaos, of reality with illusion, of creation with nihilism."

OUT OF THE COBWEBS

10 Years Ago: 1954

Mr. and Mrs. Robert H. Green and their son Bob, have welcomed home their daughter, Suzie, from the University of California, Santa Barbara College, and enjoyed a family dinner yesterday.

20 Years Ago: 1944

Lt. (jg) Ernest Pegler, aboard a sub-chaser in the Panama zone writes his parents, Mr. and Mrs. C. J. Pegler, of 415 E. Orange Grove Ave., that he likes his "under-sea" job, and has never had a cold."

Corp. Jules Norman Woehler of the Army Air Signal Corps, son of Mr. and Mrs. Victor Woehler of 650 Manzanita ave., in a letter that reached his parents Saturday, writes from Sardinia, that "the food is good here, and a little fat Italian does our washing once a week." He told of finding enough lumber from a wrecked building, with which "the boys" were building some bunks. In his two years' service, Corp. Woehler has also been in England, Ireland and Africa.

Mrs. Henry Nuetzel of N. Baldwin Ave., and her two children have gone to Galveston, Tex., to be with her husband, Capt. Henry Nuetzel, who is stationed at an Army post there.

30 Years Ago: 1934
World's Largest Telescope Can't Go Atop Mt. Wilson

Bright lights from L.A., Pasadena and the many cities of the San Gabriel Valley shining in the sky have put a ban on the placing of the world's largest telescope in the Mount Wilson Observatory.

Plans to make a pyrex glass 120 inches in diameter as "flat" to be used in testing the 200-inch reflecting telescope are being perfected in the optical workshop of the California Institute of Technology. Dr. St. John also revealed that the idea of using fused quartz for the 200-inch lens has been abandoned because of cost and other difficulties.

New Sturtevant Road Bridge Nearing completion, the Sturtevant Road bridge in Sierra Madre Canyon east of the intersection of Sturtevant Road and Woodland Drive, will be one of the most modern bridge structures in the country. With a 20-foot road clearance, modern concrete construction throughout, the bridge will be impervious to any flood assault and provide ample room for canyon traffic.

30 Years Ago: 1934
Dr. Peterson Takes Prize With Cactus
Dr. M. H. A. Peterson was winner of two first prizes at the National Cactus Show, sponsored by the Cactus and Succulent Society of America, in Pasadena, Friday, Saturday and Sunday. One of the awards was made for a general collection of succulents and the other for the best collection of cacti.

The two prize winning exhibits were 130 plants.
Former President And First Lady Visit Sierra Madre
Herbert Hoover, former president of the United States, spent the night in Sierra Madre last Friday at the home of his son Herbert Hoover Jr., who lives on N. Sierra Madre Ave. Mrs. Hoover spent several days and nights visiting her son's family prior to her husband's arrival.

THE POLITICIAN — Welch \$2.00
Collection of Campus \$5.00
Brainwashing in High School \$5.00
Telephone and Mail Orders Welcomed
ALL AMERICA BOOKS
1579 E. COLORADO BLVD.
SY 3-1888

Thursday, Feb. 20, 1964 SIERRA MADRE NEWS—11

Letters to the Editor . . .

I may not believe in what the man says, but I will defend to my death his right to say it.—(similar words of Voltaire)

I address this letter to those who have doubts about the soundness of Senator Barry Goldwater's philosophy on foreign affairs. I would like to quote something from his book, "Why Not Victory?" Two things to keep in mind beforehand: (1) the book has a copyright date of 1962; and, (2) recall he recent happenings in Panama.

"Does anyone seriously suppose, for instance, that our generous decision to permit the Panamanian flag to fly over American territory in the Canal Zone will placate the Panamanian nationalists? The gesture is bound simply to whet the mob's appetite and transfer its sights to bigger targets."

The events in Panama in the past few weeks and the current DEMANDS made by the Panamanians seem to prove Senator Goldwater's statement to be a very accurate prediction. HIS insight into this problem was far better than that of our leaders at the time.

It is about time that the American people recognize that Senator Goldwater is NOT radical in his views; all that he strives for is a better and stronger America and he is the only man on the political scene today who has the courage to stand up to the Communist menace at hand.

Every American who wants to keep America great, and every American who is sick and tired of appeasing the Communists will lend his support to Senator Goldwater in 1964. Let us rally behind this great American and give those Communists a real display

of fighting American spirit and patriotism. Let us take the offensive against the Communist menace—let there be no more covering down in the face of Communist threats. Barry Goldwater is the only man who has stated that he is willing to lead us in this OFFENSIVE battle against Communist world domination.
—T. J. VECCIONE.

Attend the Church of Your Choice This Sunday

In Time of Sorrow

TO COMFORT AND SUSTAIN YOU

CONFIDENCE IN OUR EXPERIENCE

Just knowing that efficient, friendly people are ready to take care of every detail in time of loss is a great comfort. Let us tend to your needs.

Ripple MORTUARY

Stalling Ripple, Director
Dignified Service — Sympathetic Help
Understanding in Time of Need
Serving All Faiths
201 W. Sierra Madre Blvd.
ELgin 5-3414

NOW OPEN
129 W. SIERRA MADRE BLVD. SIERRA MADRE

PIZZA

48 VARIETIES TO CHOOSE FROM

FOR FASTER SERVICE PHONE AHEAD EL 6-1260

Every vote for "THE CIVIL RIGHTS ACT OF 1963" is A Nail For The Coffin Of The American Republic

A recent president of the American Bar Association has solemnly declared: "The proposed extension of federal executive and administrative control over business, industry, individual citizens and the states by the package of legislations called 'The Civil Rights Act of 1963' exceeds the sum total of all such extensions by all decisions of the Supreme Court and all Acts of Congress from 1787 to June 19, 1963. When future generations look back through the eyes of history at this legislation they will recognize ten percent of 'civil rights' and ninety percent extension of raw federal power."

The results of this legislation would be enormous suffering by, and oppression of, both our white citizens and our Negro citizens alike; and such turmoil, rioting, bitterness and chaos as benefits only the Communists — or a federal government drunk with its drive for power. For a free copy of a brief analysis of this legislation by highest legal authority, write to Co-ordinating Committee For Fundamental American Freedom, Suite 520, 301 First Street, N.E., Washington, D.C. For a full understanding of the background, forces, and purposes behind this legislation, send one dollar for The Civil Rights Packet to AMERICAN OPINION, Belmont, Massachusetts.

In the meantime, the last bulwark against this Act is the hard pressed opposition within the United States Senate. If you oppose this "Civil Rights Act of 1963," make your protest known, emphatically and immediately, by telegrams and letters, not only to your own Senators but to as many other Senators as you can. The address is every case is simply Senate Office Building, Washington, D.C.

This advertisement has been paid for as a public service by

Sierra Madre - Arcadia
Coordinating Committee
223 SOUTH FIRST AVENUE

ARCADIA

HI 6-1776

NOW-LOW COST

Ow-a-Matic

HOME LOANS The direct economical way to home ownership—available only at ATLAS FEDERAL.

- Low Monthly Payments
- Flexible "Open End" Loans
- Prompt Appraisals
- Friendly Loan Counseling

For Buying, Building, Improving a Home of Your Own
Come in or Call for Information

ATLAS FEDERAL SAVINGS AND LOAN ASSOCIATION

722 East Colorado Boulevard • Pasadena, California • SY 5-9531

Hours: Mon.-Thurs. 9-4
Friday 9-6
Across from J. W. Robinson's



East of Pasadena
Call HI 6-5239
Ample Free Customer Parking

Noon Luncheon For Shakespeare Club March 3

At the noon luncheon on Tuesday, March 3, the American Home Department of the Shakespeare Club will present Zeda Taylor and Betty Herman, authoresses of "A Time for Cooking." Mrs. George Lippincott Jr. is director.

The Rev. N. Robert Kessler, pastor, Holliston Avenue Methodist Church, will give the invocation at the noon luncheon. Mrs. William C. Ricks, is Bible Department director. Mrs. T. William Heidner, president, will preside.

At 11:30 a.m. Friday, March 6, the Shakespeare Department will meet in Stratford House for luncheon. Mrs. David B. Scott is chairman of the day.

At 12:15 p.m. they will complete the reading of "As You Like It." Mr. Gail Shoup, from the Pasadena Playhouse, will lead the group in the reading and analysis of the play. Elisabeth Flint is director.

HERE'S MORE TEA DRINKING PLEASURE FOR YOU, YOUR FAMILY AND FRIENDS. BIGELOW'S Constant Comment. USE TEA IN TEA BAGS. the famous delicious blend of fine TEA with ORANGES and SWEET SPICE. An original product of B. C. BIGELOW Inc., Newark, Conn.

Roess Market
331 W. Sierra Madre Blvd.
Sierra Madre

For an excitingly different DINNER-DANCE "Nite-Out"
WED. Latin nite! **RENE TOUZET**
Featuring vivacious song stylist ANNA MARIA DOMINGUEZ with
CARLOS CHIA QUARTET
FRIDAY and SATURDAY
RES.: AT 4-3201; CU 3-2947
Closed Monday—26th year
233 W. MISSION DR., SAN GABRIEL

WATCH FOR . . . OUR GRAND OPENING

Everything is on schedule and
we want to meet you the first
week in March

With a Well Selected Line
of
WOMEN'S, JUNIORS' SPORTSWEAR
AND CASUALS

Located next to Headliner Coffee Shop

Lisette

Irwin and Lisette Gersh

WELCOME SPRING WITH A

New Hairdo

With Two New Operators To Serve You

JEAN
Loveace
(OF BOSTON)

ALTA
Jo Harrington
(OF SALT LAKE)

And Three Old Favorites To Back Them Up
PENNY **HAZEL** **ALICE**

All with excellent background in hair styling,
Permanent Waving, Hair Tinting and all facets of cosmetology

Introducing
A New Line in
"BRECK"
Permanents

COLD WAVES\$8.50 up
SHAMPOO & WAVE\$2.50 up
HAIR CUTS\$2.00

Specializing In
All Phases
in
HAIR COLORING

WISTARIA

**BEAUTY
SALON**

Open Daily Monday thru Saturday
Thursday Evening By Appointment
55 N. Baldwin

EL 5-9526

Social and Club Activities

15th Annual Camellia Show At Arboretum

The Los Angeles State and County Arboretum, located at 301 N. Baldwin Ave., Arcadia, will have the 15th Annual San Gabriel Valley Camellia Show, sponsored by the Temple City Camellia Society and the California Arboretum Foundation, Inc., Feb. 22 and 23.

On Saturday the doors of the Lecture Hall will be opened for the public at 2 p.m. to 6:30 p.m., and on Sunday, from 9 a.m. to 5:30 p.m.

Entries of exhibits may be brought to the Lecture Hall prior to 10 a.m. Twenty-two trophies will be awarded to the winners of the best and most exquisite blooms entered in the show.

It is anticipated that amateur and Southland commercial growers will exhibit in excess of 3,000 camellia blooms. Many new camellia introductions will be displayed by members of Southern and Northern Camellia Societies, and will feature the best in Japonicas, Reticulatas, Hybrids and other species of camellias, including new seedlings.

In addition, the show will feature special arrangements and displays of miniature camellias, which are becoming increasingly popular with the public.

Admission is free. For further information, call Hillcrest 6-8251 or Murray 1-5277.

Don Benito PTA Will Welcome Foreign Students

The next meeting of the Don Benito PTA will consist of a group of Foreign Exchange students from Pasadena City College, who will compare student life as they know it, in their country and ours.

Mrs. Morris W. Mothershead, community advisor to foreign students in our area, will act as moderator. Mrs. Mothershead has been very prominent in this field for some years, and is presently chairman of the Greater Los Angeles Committee for International Students and Visitors Services, the Coordinating Council in Los Angeles. She also is on the Board for the Institute of International Education, and is vice president and chairman of the Community Section of the National Association of Foreign Students Affairs.

The student speakers will be Miss Nidia Boratti of Argentina, who is pursuing a teaching career and majoring in history; Mr. Daniel Kiminyo of Kenya, who is majoring in mathematics, and Khalouk Mourad of Lebanon, who is majoring in electronic engineering.

We invite neighbors and friends to help us welcome these young people who are so far from their homelands. Honorary Life Memberships will be presented at this time, and Founders Day will be celebrated.

The meeting will be held in the Don Benito Cafeteria on Feb. 20 at 7:45 p.m. Mrs. Benjamin H. Head, Jr., president, will conduct the business meeting. Other chairmen for the evening are Mrs. Cecil N. Rowley, program; Mrs. William Kinard, Honorary Life Membership, and hostesses, Mrs. Levi Flanagan and Mrs. Mack Hanson.

Mt. Alverno Guild Meets Feb. 26

The February meeting of the Mount Alverno Guild will be held at the Villa, 675 West Highland Ave., Sierra Madre, on Wednesday, Feb. 26 at noon. Dessert and coffee will be served before the business meeting because of the Lenten Fast.

The program called "Books in Review" will be presented by Muriel Helfenbein, professional book reviewer for a store in Pasadena.

Mrs. Helfenbein will give capsule reviews of nine recent books. Among them will be "Father O'Brien and His Girls" by David Chandler, a novel about a priest who works in Las Vegas; and "The Child Worshipers" by Martha Weinman Lear, a discussion of parents who are using their children as the new status symbol.

Needlework Guild Announces Plans For Coming Year

Sierra Madre-Arcadia Section of the Pasadena Chapter of the National Needlework Guild of America held its first meeting of the year Feb. 13, at a coffee hour at the home of Mrs. Carl Hansen.

Mrs. Nathaniel Van De Verg gave the annual report of the "Ingathering Tea." Plans were made for the coming year for the sewing group to meet every fourth Thursday at the home of Mrs. Richard Law, 61 E. Bonita at 10 a.m.

Mrs. Mary Tumilty will be chairman for the coming year.

Mrs. P. B. Sewall will be chairman of the sewing group, assisted by Mrs. Draper Phillips and Mrs. Eric Wittig.

Arboretum Will Present Tree Pruning Program

The Los Angeles State and County Arboretum, located at 301 N. Baldwin Ave., Arcadia, will present its annual tree pruning demonstration Saturday, Feb. 22.

The first demonstration, from 9:30 to 11:30 a.m., will show how to prune the deciduous fruit trees, apricots, nectarines, peaches and plums. These trees are all in the Economic Plantings, which are in the level area south of Tallac Knoll.

The second demonstration, from 1:30 to 3:30 p.m., will deal entirely with methods of pruning flowering trees and shrubs, such as Jacaranda, Bauhinia, Erythrina, Callistemon and Cassia. The place for this demonstration will be in the collection of flowering trees and shrubs on the south side of Tallac Knoll, in the upper section.

Superintendent George Spalding, in charge of this program, will be assisted by members of the Arboretum staff and "Doc" Thompson.

In case of rain, the demonstration will be on the following Saturday, Feb. 23, at the same hours.

Susan DeWeese Becomes the Bride Of Jack Burr Valentine's Day



MRS. JOHN MICHAEL BURR
... Susan DeWeese

In a beautiful candlelight ceremony, on the traditional day for sweethearts, Valentine's Day, Susan Hartman DeWeese became the bride of John (Jack) Michael Burr in the Congregational Church, Friday, Feb. 14, at 8 p.m.

Rev. George Lindsay officiated at the double ring ceremony in the church decorated in the Valentine theme, with three large white baskets filled with carnations at the altar.

Sue is the daughter of Mr. and Mrs. Robert L. DeWeese, formerly of Sierra Madre and now of Phoenix, Ariz., and Jack is the son of Mr. and Mrs. William Burr of Montebello, Calif.

For her wedding the bride was lovely in a floor length satin gown, with French roses applied on the Alene lace overlay of the bell-shaped skirt. A large bustle-bow adorned the back of the gown, and was also applied with graduated French roses, which complemented the chapel train. The gown had a sweetheart neckline with tiny French roses and finger-tip fitted sleeves. The bride's veil of silk illusion was held by a tiara of pearls and aurora crystals. Her bridal bouquet was of baby white roses with little hearts made of seed pearls and white satin ribbon.

Judy Kraus served the bride as matron of honor and the bridesmaids were Diane Friel, Sherry Moore, Kathy Filger and Wanda Perry. Their gowns were identical, and in keeping with the Valentine's Day motif, were street length gowns of red satin, with bell-shaped skirts, rounded neck line and three-quarter sleeves, and patterned after the bride's gown. The attendants' gowns also had a large bustle-bow with long sash adorning the back.

The newly married couple left for a honeymoon in Palm Springs, and for her going away suit the new bride chose a blue mohair suit with matching shoes and bag and a hat in contrasting shades of blue, with white chiffon and three-quarter length white gloves. The couple will be at home at 244 E. Grand View, Sierra Madre, after Feb. 23.

American Legion Auxiliary Met

Mrs. Wayne Perry entertained the members of the American Legion Auxiliary at her home, 40 S. Hermosa on Thursday evening. House decorations and refreshments carried out the Valentine motif.

At the business session a donation was given to the Flag fund for Cal-Poly. Community service reported 284 hours and \$42 spent on various projects.

Subjects for the annual Americanism Essay contest were distributed to St. Rita's Catholic School and the Church of the Ascension School.

Ethel Stein gave an inspiring talk on the many rights of freedom our people are blessed with today.

Poppy chairman Edna Faller reported the Auxiliary Poppy Program is already underway. One million poppies have been assigned to California Veteran hospitals for the making.

The Department of California has awarded the unit with an "Early Bird" citation for completing their membership quota.

On March 12 the 18th District officers will be the guests of the unit at the

Please turn to Page 4

Villa Views

By
Toni Maurin

SiCamore 7-9634

Everyone probably has someone they mentally confer with from time to time. For some reason known to no one, I feel a special affinity towards George Washington. I particularly delight in wondering what he would think of some of our modern selling methods. Think of the delicacy of the advertising in those days when almost anything referring to the human anatomy, except perhaps the hair, was considered taboo and skirted around like last year's plague.

I can just picture old George, face all red and wig coming uncured, as he reads some of our modern day ads. True, in those days women had their modest methods of making a female a little more exciting to the unsuspecting male, but to talk about it out loud—NEVER.

Today, a woman is pushed and padded, flattened and scented, she's dyed and fried till even her hairdresser finds herself in doubt. The girl a-la-natural is almost a thing of the past and the advertisers have shamed them to the point that no self-respecting female would dare venture out into the fresh air without some aid or another.

The latest one to tickle my fancy, and I'm sure George's eyebrows would just fly right off his head, is the newest innovation in girdles. The article was titled "Sprayed-on Girdles Give More Comfort and Control." The title brought to my mind an immediate picture of the gal holding everything she had in place while her girdle was applied with an aerosol can. It is in effect the same idea except that the spraying of the "control" is done by the manufacturer on a basic undergarment. I like my idea better—I could arrange the flesh in as many tucks and folds as I please, if I could glue it down when I got it there—well, maybe next year. Roll over George, it will probably get worse before it gets better!

People already are beginning to look towards future plans and summer vacations. The John Frickes just got back last week from an exploratory trip down Baja California way. They camped on the beach below Ensenada and looked around for some large campsites that would accommodate the summer camping group. I'm ready NOW!

The W. W. Welches have been visiting in our area for a few days. They stayed with Dr. and Mrs. Lincoln Wilson. Their new house in La Jolla is rapidly reaching the completion stage.

Several of the neighborhood group joined Mrs. George Sanders for a day at the races sponsored by the Arcadia Auxiliary of the Pasadena Child Guidance Clinic. None of the girls were loud in their acclaim for winnings, but the day was beautiful and well worth the outing. Those seen at the tables on the clubhouse terrace were Mrs. Charles Hardison, Mrs. Wells Pleas, Mrs. James Smith, Mrs. Charles Goldworthy, Mrs. A. J. Huber and Mrs. Leslie Garlinghouse.

It is always sad when you have friends who move away, and I am particularly sorry to see Mr. and Mrs. George Morrison (Len and Marcie) move away from their Sierra Madre Villa home. Sad for us, but glad for them. There is no law that says you have to stay in retirement and so, less than six months after his retirement from Norris Therman, Len is back in the halter. This time he is a special investigator for the Celuloso Company of Chi-

huahua, Chihuahua, Mexico. A whole new career and exciting life are at their feet. They left last Monday for their new abode in Chihuahua. I know for sure that they will welcome stateside friends, and will revisit the area from time to time.

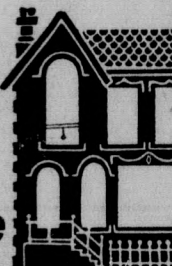
For your Christmas card list, the new address will be Mr. and Mrs. George Morrison, P.O. Box 1722, El Paso, Texas, c/o Senor Jesus F. Vallina. God luck to you both!

I talked to Bernice Jax-theimer last weekend. They are very happy in Laguna. She said Don has made her a bowling widow by taking up lawn bowling, with great vigor. Bernice would very much like to have the gang come down to see her. She even promises the weather will be perfect. They have been going to the beach practically every day.

Nita and Warren Bacon invited their guests to come as "Famous Lovers," either living or fictional, to carry out the Valentine theme last Friday evening. Some of the combinations were a real tribute to the imaginations of the participants. The hostess was no less unique than her guests. She came as "Bluebeard's" seventh wife, and the other six wives' remains were artfully arranged around the room in a rather "obvious" fashion. The room was decorated

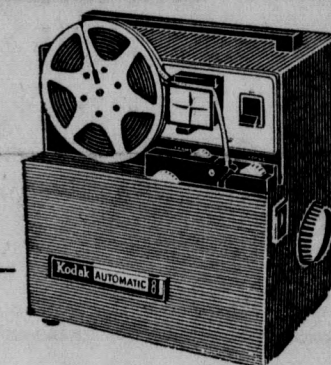
Please turn to Page 4

There's
no
place
like home



...for
Pictures!
and no time like now to get
your new Kodak projector!

8mm



KODAK Automatic 8 Projector

Threads, projects, rewinds—all automatically!

Easiest way yet to show 8mm movies! Just place film in a slot, and this projector automatically threads itself, turns off the room lights, and starts the show. At the end of the reel, it automatically turns on the room lights, automatically rewinds the film—and automatically turns itself off! It's a projector you'll have to see to appreciate—let us show you.

\$109.50

See our Kodak Colorama of "The Ballet School"

And you are cordially invited to view

"Odyssey-The Apothecary"

half-hour programs about drugs and pharmacy
with Edward S. Brady, Professor of Pharmacy
University of Southern California
at 6:30 A.M. Tuesdays and Thursdays,
KNXT, Channel 2, Los Angeles

Hartman
Rexall Pharmacy

RELIABLE PROFESSIONAL PHARMACISTS

29 N. BALDWIN

ELgin 5-3311

NOW OPEN

129 W. SIERRA MADRE BLVD. SIERRA MADRE

PIZZA

48 VARIETIES TO CHOOSE FROM

FOR FASTER SERVICE
PHONE AHEAD

EL 6-1260

STW CHUTES THE WORKS Down to Earth Prices

Prices Effective Wed., Thurs., Fri., Sat., Feb. 19, 20, 21 & 22 Open 9 to 9 Daily -- Closed Sunday

STW APPLE JUICE 32-OZ. JARS 3 FOR \$1.00	 CHUNK TUNA NO. 1/2 TINS 4 FOR \$1.00	STW APPLE SAUCE 303 TINS 4 FOR \$1.00	STW SLICED PINEAPPLE NO. 1 1/4 TINS 4 FOR \$1.00	 65¢ POUND TIN
 KIDNEY BEANS 303 TINS 7 FOR \$1.00	 CUT GREEN BEANS 303 TINS 4 FOR \$1.00	 ASPARAGUS SPEARS PICNIC TINS 3 FOR \$1.00	STW DILL GREEN BEANS 303 TINS 3 FOR \$1.00	Sunshine VANILLA WAFERS 12-OZ. PKG. 3 FOR \$1.00
STW WHOLE POTATOES 303 TINS 6 FOR \$1.00 TINY SIZE FOR CREAMING	 Oven Baked BEANS 28-OZ. TINS 4 FOR \$1.00	STW Solid Pack Tomatoes 303 TINS 5 FOR \$1.00	Regina Martinated ARTICHOKE HEARTS 6-OZ. JARS 3 FOR \$1.00	Crosse & Blackwell DATE NUT ROLL FRUIT NUT ROLL CHOCOLATE NUT ROLL 8-OZ. TINS 4 FOR \$1.00
 Golden CORN NO. 1/2 TINS 6 FOR \$1.00 WHOLE KERNEL & CREAM STYLE	 GREEN PEAS 303 TINS 5 FOR \$1.00	 STEWED TOMATOES 303 TINS 5 FOR \$1.00	FROZEN FOOD DEPARTMENT	
AJAX Laundry Detergent Giant Size 69¢ King Size 99¢	Honey Bear PURE HONEY \$1.19 FIVE POUND TIN	Swift & Co. ALLSWEET 4 lbs. \$1.00	Johnstons Big Family Large 9" PIES Apple Cherry Blackberry Apricot Boysenberry Peach Pineapple Pumpkin Strawberry Rhubarb 49¢ ea Don't forget George and the Cherry Tree	Birds Eye PEAS 10 OZ. 5 FOR 69¢ BABY LIMAS 10-OZ. CUT GREEN BEANS 9-OZ. 5 FOR 89¢ Wakefield CRAB MEAT 6 OZ. 65¢ Reg. 83c

ROESS MARKET

ROESS CHUTES THE WORKS Down to Earth Prices

MANNINGS CHOICE STEER BEEF SALE			
CHUCK ROAST	43¢ lb	SHORT RIBS	4 lbs. \$1.00
O-BONE ROAST	59¢ lb	CROSS RIBS	45¢ lb
<i>Semi Boneless</i> CHUCK ROAST	59¢ lb	<i>Center Cut</i> BEEF SHANKS	49¢ lb
<i>Boneless</i> STEWING BEEF	75¢ lb	<i>Knuckle</i> SOUP BONES	15¢ lb
Rolled SHOULDER CLOD	95¢ lb	Oven Ready PRIME RIB ROAST	95¢ lb
Fresh -- Lean GROUND BEEF	39¢ lb	Rath Black Hawk Grade -- A -- BACON	55¢ lb
		Fresh GROUND CHUCK	59¢ lb

MEATS		FRUITS AND VEGETABLES	
Ripe Hawaiian PINEAPPLE	10¢ lb	Coachella GRAPEFRUIT	5¢ ea
Fuerte AVOCADOS	10¢ ea	Young Tender CARROTS	2 BUNCHES 15¢
		U.S. No. 1 Idaho RUSSET POTATOES	8 POUND CELLO BAG 29¢

331 W. Sierra Madre Blvd. at Lima St.